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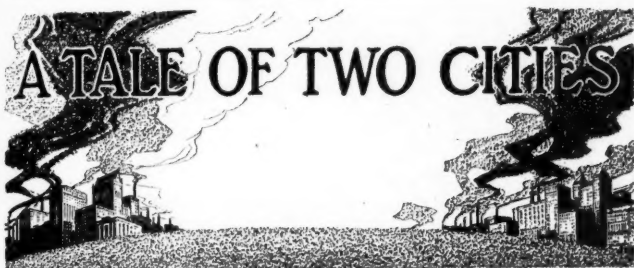
A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCI

NEW YORK, APRIL 22, 1915

No. 4



When anything affecting national economics stirs the public press we very soon find out what New York and Massachusetts think about it. These opinions come hot, right off the stove, no dilly-dallying. Pennsylvania quickly follows suit and chiming in comes the voice of Illinois. But it is safe to say that what Missouri thinks on the subject has a marvelous lot to do with how the business is settled.

Missouri occupies a tremendously important place in the national union. With her population of 3,372,886 holding the commanding position in the Mississippi drainage basin, the richest farming section of the American Continent, Missouri is economically one of the most nearly independent of our 48 States.

But Missouri's place in the family of States is really owing to her two big cities, St. Louis and Kansas City, one located at either end of the State.

It is certainly more than a coincidence, this two-city-in-a-State development, that St. Louis and Kansas City so typically illustrate.

New York City has her Buffalo; Philadelphia her Pittsburgh; San Francisco her Los Angeles; New Orleans her Shreveport; Jacksonville her Key West.

More marked even than booming Pittsburgh and conservative Philadelphia do these two cities in Missouri typify the spirit that has made Missouri a great State.

It may be stated that St. Louis is the Philadelphia of the West. She is considered just as conservative by Western people as is the City of Brotherly Love by Easterners.

St. Louis has the Philadelphia system of streets. She cherishes the old-family idea. Her wealth is enormous. Her residential districts among the most beautiful of American cities. Her great industries were founded many years ago and fine old family names stand behind them.

For instance—the greatest hardware concern in the world—Simmons of St. Louis. E. C. Simmons went to St. Louis as a pioneer in industry, energy, far-sightedness. He built up a great business, a reputation and a family. Small at first, this business

(Continued on page 50)

Where the Biggest Buyers Look

Comments by Purchasing Agents when sending renewal subscriptions

From G. G. Slaughter, buyer for 33 Southern Mills, Greenville, S. C., March 11, 1915: "We use your Official Register almost exclusively for securing quotations on various lines of goods."

From Chas. R. Bull, purchasing agent, THE LIQUID CARBONIC COMPANY, Chicago, Ill., March 23, 1915: "We consider your Official Register of American Manufacturers a very valuable book."

From D. R. Truax, purchasing agent, CENTRAL ILLINOIS PUBLIC SERVICE CO., Mattoon, Ill., March 23, 1915: "We have found it invaluable in our work. This Company is a large central station syndicate operating electric light, steam heat, ice, and water plants; also some street railways and interurban railways. With the variety of materials we purchase you can readily see how the Thomas Register is of great assistance to us."

From R. L. Mason, purchasing agent, MORGAN CONSTRUCTION CO., Worcester, Mass., March 24, 1915: "We use your register quite extensively in obtaining quotations."

From W. H. Smaw, purchasing agent, GEORGIA RAILWAY AND POWER COMPANY, Atlanta, Ga., March 12, 1915: "I refer to this book almost daily and find it a valuable source of information. Every buyer should have this or some other authentic book."

From B. W. Robb, purchasing agent, JACOB DOLD PACKING CO., Buffalo, N. Y., March 20, 1915: "We use your register continually for the securing of quotations and have received much valuable results through reference to it. We regard it as being far the most complete and effective trade directory that we receive."

From Chas. A. Draper, purchasing agent, NEW YORK, ONTARIO & WESTERN RAILWAY CO., New York, March 8, 1915: "We make constant use of your Register."

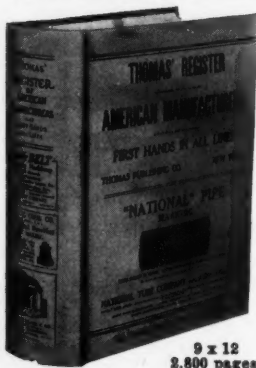
From E. L. Shattuck, purchasing agent, R. HOE & CO., New York, March 22, 1915: "We have made very good use of the Thomas Register and appreciate the valued information that we get from it."

From A. H. Woods, purchasing agent, THE BRUNSWICK-BALKE-COLLENDER CO., Chicago, Ill., March 12, 1915: "We find the Register very useful in securing quotations and use it almost entirely for such purpose."

From HAKALAU PLANTATION COMPANY, San Francisco, Cal., March 26, 1915: "We are to-day addressing communications to thirty-one manufacturers, asking for quotations. So you can see we are making good use of the Register."

Thousands of similar instances—more used in buying than all other publications

INFORMATION HEADQUARTERS FOR LARGE BUYERS



9 x 12
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It instantly furnishes a complete list of all the manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000.

Its users, numbering more than 15,000, never look elsewhere any more than they look elsewhere for information naturally to be found in the telephone directory. Those not represented fail to come to the attention of this, the most important aggregation of buyers in the United States at the

Thomas Publishing Company
134 Lafayette Street, New York

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CHICAGO: 53 W. Jackson Bld.

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Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. XCI

NEW YORK, APRIL 22, 1915

No. 4

Sales Stratagems of the Big Corporations

How the Hundred-Thousand-Dollar Advertisers Develop New Business in the Face of Adverse Conditions

By S. C. Lambert

ONE day last spring a Wyoming farmer stopped in to visit his banker. As they were sitting there talking, the banker suggested to the farmer that he plant ten acres of Kaffir—a corn particularly suited for ensilage. But the suggestion fell on deaf ears. "There is no money in it," objected the farmer, "and my ground is not suited for it. If there was anything in it, everybody would be raising it. It's nothing but a fad, and I won't have anything to do with it."

The banker, however, was talking for a purpose. He had a perspective that the farmer, for all his native shrewdness, lacked. He knew what Kaffir had done for other communities. A sales scout of one of the big fencing companies had taken some pains to tell him only a few days back. He knew too well the disappointments and risk of one-crop farming, and besides if the farmer could be interested in raising ensilage it wouldn't be long before he would be wanting to borrow money for live stock. And the rate is comfortable out in Wyoming. So he looked at his friend in that way which only bankers have.

"John," he said. "I want you to put in ten acres of Kaffir."

"Well, I won't. It's nothing but a fad, and I won't take a chance."

"Is that the last word, John?"

"Yes."

"Very well, but remember you will have to take up your note

when it comes due. I can't run the risk of extending it to a man who shows such poor business ability."

"You don't mean to say you are going to make me meet that note. Why, man, you know I can't raise the money this year. I simply can't do it; isn't there anything I can do to persuade you to give me another extension?"

"Yes—put in those ten acres of Kaffir."

And they went in, too, although that is not the point. The point is that last fall John bought through his local hardware dealers two hundred dollars' worth of fencing. You see he had to have the fencing for his fine new herd of shorthorns, and next spring if things go right he will probably build a new home. He is making more money than he ever made before, since the banker started him in mixed farming. At the same time the banker is ahead on the deal. He is getting an unusually high rate of interest on the live-stock loan, the hardware man down in town got a tidy order, and last but not least the fencing company who was at the bottom of it all made its percentage on the transaction.

WHERE THE GOVERNMENT STEPS IN

But, you say, why all the lost motion? "If I were doing it I would have put that energy into existing demand markets and sold just as much wire at half the

expense. What's the use of educating people out in Wyoming, when there are thousands upon thousands of unfenced farms within two hours' ride of New York?"

But you must remember that this is a big corporation. Being big it is told what it can do, and what it cannot do by the government—that is the penalty of business greatness these days. Old ways have been abandoned, and ingenuity backed by the resources of a great organization is finding ways of building sales that directors ten years ago did not dream existed.

So we find concerns like the International Harvester Company, American Steel & Wire Company, General Electric Company, Swift & Co., American Woolen Company, Standard Oil Company, and others of this class digging deep into the vitals of their selling problems, and doing development work which seemingly is philanthropy, but which in the last analysis is nothing more or less than cold-blooded sales-making.

SCOUTING FOR BUSINESS

One of the big implement corporations—I am not at liberty to say which—employs a man who is a cross between sales manager, a college professor, and a side-show barker. Physically he is not what you would call a big man, but mentally he is very much so. His job is to go out into these virgin territories—far enough away from New York to be safe for a few years at least—and develop ways to sell more of the corporation's products there.

First of all he looks the territory over through the eyes of the sales manager. "How much could we sell this territory, if we could change over the local ways of farming?" he asks himself. "Could our salesmen come out here and sell enough to warrant our spending \$50,000 this spring?"

Having decided upon the sales possibilities he then draws on his abilities as a college professor. He find out what crops could be raised to best advantage in this particular territory. Just as a

chemist sets out to discover a new substitute for certain dyestuffs, so he sets out to find the best substitute for cotton in the South, or the best substitute for wheat in the North, or whatever local conditions may demand. This must be determined before he can begin the educational work to induce the farmers to raise diversified crops, and incidentally create a new market for implements such as his company sells.

So far there has been nothing of the unusual about the work of this man—everybody knows that the big implement concerns are conducting extensive promotion work. But there is an interesting angle in how it is put over. In this case the sales scout works through the school children, and he sets about it in this way. He will visit the State superintendents personally and point out to them the importance of diversified farming. He will show how the State is losing money through trusting too much in cotton, or wheat, or corn or whatever it is. He will quote figures to prove his case, and in this way enlist their aid.

But, you say, why go to all this trouble? For the reason that permission is not usually given to distribute advertising matter through schools. The sales scout—as he might be called—had had booklets printed which he wishes to get into the hands of farmers, and to get read. He knows that if teacher gives Freddy one of these booklets following a talk on the subject, and Freddy takes it home, Pa is pretty sure to see and hear about it. Even if Pa is busy and refuses to listen Ma is certain to come to the rescue and insist upon Fred's getting a hearing. And Fred, being a red-blooded American youth, gets a hearing plus. Pa is interested, reads the tract and becomes convinced. So, you see, it is important that the tracts be properly distributed through the schools, which requires beginning at the top and working downward.

The booklets, by the way, do not mention advertising matters. Possibly there might be a copyright notice on the flyleaf, and an observing eye might detect that the

implements shown in the illustrations bear the trade-mark of the same firm that issues the book, but Freddy wouldn't know that. Of course, if Pa should notice it when Fred takes the book home no harm is done.

While these thousands of schools are at work helping the big corporation develop new sales by putting the community on a more substantial financial basis, our sales scout is busily at work addressing the students at the University, the various farmers' associations, county fairs and so on. Then after his work is done, he will skip back to New York and Broadway, leaving it to the salesmen who follow him to put on the finishing touches. All advertisers can't employ sales scouts of this calibre, but still it seems to me there are a lot of companies not yet capitalized at \$50,000,000 who could adapt the idea in a modified form very nicely.

A SALES SCOUT AT WORK

Take the case of a big wholesale hardware company in the Middle West for example. It is far from the \$50,000,000 class, yet it is working on a small plan this same idea of having a sales scout. Like the representative of the giant implement corporation, the job of this man is to go into "slow" territories or "undeveloped" territories and stir up business, without making any sales personally. This is left for the salesmen who come along later.

I had the pleasure of taking lunch with this gentleman at the Advertising Club in Chicago not long ago. He was just back from a trip in Western Iowa, a territory which the company had never been able to master up to this time.

He told me that he had spent three weeks in the town—or rather city—which was the point of attack for the territory. During that time he made a thorough canvass of the county, decided just what the sales possibilities in his line were, then with that information in his pocket he went to the live dealers in the city and persuaded them to club together and hold a big spring opening.

"Believe me, Lambert," he said, "it is some task getting competitors to pull together, but by actually proving to them the business was there, I put it over. I lined up the three leading hardware stores; we hired the town pavilion, set up suitable displays, such as various labor-saving devices for the farm, coupled these to a line shaft driven by a gasoline engine, and then rounded up the farmers.

"This we did nicely by 'spreads' in the papers, offering to pay the fare of all who bought certain items mentioned in the advertisement. Our advertising department paid for the space. The crowd that turned out was a caution, and all the dealers who went in on the opening cleaned up a handsome profit. But the most important feature of all, it seems to me, is that the bulk of the business was of a kind which would otherwise have gone to mail-order houses and direct-from-factory manufacturers. When the farmers all got together in the big pavilion and the buying spirit, which filled the air, got into their veins there was no stopping them."

HOW TO TACKLE THE PROBLEM

As I listened to this story of getting competitive dealers together, and winning out in the face of stiff out-of-town price competition, I couldn't help but notice the similarity of principle in this stratagem and that of the agricultural implement concern. Both went at their problem from the foundation up, rather than from the roof down.

The same might be said of the below-the-surface sales work of the big packers, especially their efforts in the direction of inducing American housewives to use the cheaper cuts of beef, instead of the more expensive but less plentiful prime cuts.

Quite a few writers and advertising men, when they hear about some of the things the big packers are doing, go off at a tangent and sarcastically talk about the vagueness of it all. The more experienced know that the packers don't spend dollars unless they

see more dollars coming in, and they ask, after the manner of the man of the world: "What do we get out of it?"

The thousands of dollars which these packers are spending in literature for distribution to women's clubs, educational exhibits showing the housewife how to cook the cheaper cuts so that they will be quite as tasteful as the more expensive prime cuts, benefits all in the packing business, of course. But results indicate the percentage of good derived by the few big companies is in sufficient proportion to the money invested, and the packers are quite willing to help their competitors, if by so doing they can in proper proportion help themselves.

WHERE THE CONSUMER BENEFITS BY THESE METHODS

But let us see how this sales development work—this building up of nation-wide habits and new markets for the left-over output—stands the test which most of the big corporations nowadays apply to selling plans. How does it benefit the consumer? Obviously it multiplies the buying power of the meat-dollar many times. How does it benefit the middleman? It provides buyers for a product for which little demand existed, and wipes out the risk he runs when he buys a side of beef. Does it benefit our competitors, or is it a plan which will send them hurrying into the anti-trust courts? The answer here is plain—the whole industry is benefited equally. How does it benefit us? Simply by developing a market for a frowned-on product which under existing conditions often sells for a lower price dressed than it cost on the hoof.

Now the packers could have used forced methods possibly to accomplish this same purpose, just as the wire corporation and the implement concern might have secured new markets by the underground methods of a decade ago. But they don't. On the contrary, we find big business to-day doing sales development work that would have been laughed out of the directors' room a few years back;

sales work, too, that bristles with suggestion. The methods of the corporations in using sales scouts who work ahead of the salesmen, in enlisting the aid of the school boards, the bankers and other community factors are all ideas which can be carried right down the ranks of advertisers.

For several years a cream-separator company has kept three expert dairymen in the field to show farmers how they may make more money from their milk, cream and butter. These men sell no goods. One of the trio is an effective speaker and is in demand as a lecturer before farmers' associations.

These experts have done a great deal of work among co-operative dairies. Occasionally a concern of that sort is found which is not being run profitably. The cream-separator men give their expert aid to the dairy, suggest better ways of doing business, hunt a competent manager and in some instances get local banks to extend credit.

Then again they help finance new dairying sections. Sometimes the farmers haven't capital enough to buy more cows to enter dairying on a big scale. In cases like that the separator representatives use the prestige of their company and their knowledge of the dairying business to convince local bankers that it will pay them to aid the farmers.

Of course, the separator manufacturer doesn't cash in directly on this work. The experts recommend no separator in their work among the farmers, but the need of an efficient machine is emphasized. The company depends upon the prestige of its product to close the sales when the separator demand is created.

This company has 500 representatives in the field in the United States and Canada whose business is to sell cream separators. They help the company to cash in quick on any demand that may be indirectly created by the missionaries. The experiment has brought such pleasing results that the company is considering an extension of the co-operative idea.

"Peculiarly Ours"

WE are not mere brokers of bulk space. Nor do we seek a monopoly of advertising accounts, without regard to character or creative possibilities.

But we *are* alertly interested in a class of accounts we call "peculiarly ours" because the *Advertisers'* ideals and desires, their conceptions of sound business and good salesmanship, are identical with *our own*.

We seek the accounts of manufacturers or distributors of high grade products

—who regard advertising as something *more* than an effort to establish a name;

—who want advertising to *do* more than insure them against future oblivion;

—who think of advertising not as an incidental or trimming, but as an essential, integral part of business promotion;

—who recognize Service, not in proportion to the spectacular way it is sold *to them*, but because of what it will do in selling *for them*;

—who are willing to co-operate with their advertising agents in a careful analysis of the selling opportunities of the business advertised.

Such advertisers require much from their publicity investment, are satisfied with no compromise.

Nichols-Finn Advertising and Distribution Campaigns have as their sole object the selling of *more goods* for clients *here and now*.

We want to hear from more advertisers who believe along this line. Shall we send you our booklet "Advertising with the Gloss Off?"

NICHOLS-FINN
ADVERTISING COMPANY

222 SOUTH STATE STREET, CHICAGO

71 WEST 23RD STREET, NEW YORK



"Intelligent, Sustained Effort Insures Success"

Beech-Nut Company Thwarts a Price-cutter

Its Price-Maintenance Protection of Its Gum Causes a Retailer to Invoke the New Anti-Trust Law

Special Washington Correspondence

THE Beech-Nut Packing Company has been so successful in maintaining the standard retail price on the new brand of chewing gum which it has lately placed on the market that James O'Donnell of Washington, D. C., a persistent price-cutter, has been moved to seek redress in the courts.

Aside from the exemplification of the effectiveness of the Beech-Nut policy of price-maintenance without the aid of patent monopoly the suit just filed in the Supreme Court of the District of Columbia may possess unusual interest for manufacturers and advertisers through the circumstance that it seemingly constitutes one of the first attempts to invoke the new anti-trust laws against a manufacturer who seeks indirectly to control the marketing of his product all the way from the factory to the ultimate consumer.

Advertisers will have occasion to recall James O'Donnell, the present antagonist of Beech-Nut policy, as the cut-rate druggist who carried to the Supreme Court of the United States the so-called Sanatogen case and secured in the highest court in the land the opinion inimical to certain expedients for price-maintenance which has since influenced the decisions of lower courts, as in the recent case of the Victor Talking Machine Company *vs.* R. H. Macy and Company. O'Donnell, who is accredited with deriving an exceptional income from his three cut-rate drug stores in the capital city, has never been loath to join issue in the courts with national advertisers—as witness his memorable controversy two or three years ago with the Gillette Safety Razor Company—but apparently his enthusiasm for such undertakings has grown, due to his victory in the Sanatogen case or the passage of the Clayton Act, or both.

O'Donnell claims in his declara-

tion before the District of Columbia Supreme Court that he sells \$10,000 worth of chewing gum per year and that he has been injured and damaged by his inability to secure supplies of Beech-Nut gum, except through the purchase surreptitiously of small quantities of the article. It is understood that O'Donnell desired to sell Beech-Nut gum at the cut rate of two packages for five cents, whereas the Beech-Nut Packing Company is intent upon maintaining uniformly the standard price of five cents per package. For business men the significance of the situation is found in the fact, as attested by O'Donnell's suit, that with a comparatively new product it has been possible to thwart a confirmed and resourceful price-cutter by so simple an expedient as jobber and retailer agreements.

The Beech-Nut company, it is alleged by the cut-rate druggist, has been successful in entering into agreement with most of the jobbers, wholesale druggists and the large majority of the retail druggists throughout the United States whereby Beech-Nut chewing gum is sold to these distributors and retailers upon the condition that they will sell to the public at large at the fixed price stipulated by the manufacturer. Jobbers and wholesalers are obligated not to sell to retailers unless such retail druggists or other dealers will promise and agree to abide by the standardized price, and in instances where the transaction is with the retailer direct a stipulation to the same effect is embodied in the document.

Evidently the price-cutting druggist has been making attempts since December 9, 1914, to secure supplies of the Beech-Nut gum, but has refused, as he declares, to enter into an agreement of the character described with the Beech-Nut company, basing his re-



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duction department of the
CHELTENHAM Adver-
tising Agency we have
recently engaged the fol-
lowing experts:

D. J. OGILVIE, *previously with*
the Federal Advertising Agency.

WALTER L. JOHNSON, *previously*
with Street & Finney.

FREDERICK M. FARRAR, *pre-*
viously with Calkins & Holden.

A. W. TREYBAL, *previously with*
Frank Presbrey Company.

INGALLS KIMBALL

President

150 FIFTH AVENUE
 NEW YORK

fusal on the contention that such an agreement is "unlawful and in restraint of trade," which plea forms the burden of his plaint to the court. Under these circumstances the Beech-Nut company has refused to permit any jobbers or wholesale druggist to sell to O'Donnell, and so effective has been this shutting off of the supply that the druggist confesses that he is unable to fill numerous orders and demands for the Beech-Nut gum which are made upon him daily.

It would appear from the representations made to the District Supreme Court that in dealing with O'Donnell the Beech-Nut company did not rely solely upon the expedient resorted to last December of refusing to sell or allow jobbers to supply the cut-rate man unless the latter would enter the agreement to maintain prices. It is set forth that on or about April 5 of the present year the Beech-Nut company adopted a policy whereby inferentially there was not a flat refusal to sell to O'Donnell, but rather a proposition whereby the price-cutter would be supplied at what he denominates "an exorbitant and prohibitive price." This alleged policy is the basis for the charges in the third count of the O'Donnell complaint to the effect that the Beech-Nut company sells to others at a less price than it is willing to sell the cut-rate firm, and in consequence "does discriminate in price between different purchasers or commodities."

It is on this score, supposedly, as well as in other respects, that it is the seeming intention of the present suit to invoke the new anti-trust laws enacted by the last Congress as a means of discouraging or preventing the various forms of manufacturer-jobber-retailer agreements upon which a number of advertisers are wont to rely to enforce resale prices, now that the courts have denied relief on the plea of patent infringement. It is this possible broad application of the outcome of the controversy that will invest the current procedure by O'Donnell with interest for advertisers in

general far beyond its status as a tribute to the effectiveness of the Beech-Nut plan of controlling distribution. The fact that O'Donnell in each count of his legal attack upon the Beech-Nut company claims damages in "the sum of \$10,000, and three-fold that amount, to wit, \$30,000 and costs of this suit" will, to persons who are conversant with the Clayton Act, probably appear indicative of an ambition to invoke the new statutes to the fullest extent in behalf of price-cutters.

RIKER-HEGEMAN COMPANY ALSO SUED

The Riker-Hegeman Company is in the same boat as the Beech-Nut Packing Company when it comes to feeling the retaliation of this baffled price-cutter. O'Donnell has sued the New York firm, using the same legal basis as forms the foundation for the Beech-Nut suit, and demanding like damages, that is \$10,000 and three-fold that amount. Very possibly some manufacturers and advertisers who are thoroughly orthodox on the subject of price-maintenance and who have been accustomed to regard Riker-Hegeman as having price-cutting propensities, will find a certain grim humor in the circumstance that this firm should now come in conflict with a price-cutter of even deeper dye.

Mary Garden Extract, for which Riker-Hegeman is the American agent and distributor, is the bone of contention in the pending case which, alike to the Beech-Nut case, has been brought by O'Donnell in the Supreme Court of the District of Columbia. The Riker-Hegeman Company, according to the allegations of its cut-rate opponent, has in the marketing of the Mary Garden perfume had recourse to the same sort of agreement, to sell at a fixed price, as has proved its protective value in the case of Beech-Nut chewing gum, but which the plaintiff in this action for damages claims to be "in restraint of trade."

About \$20,000 worth of perfumery per year is sold over the counters of the three O'Donnell

29.6% GAIN

We have just closed the June, 1915, issue of THE PEOPLE'S HOME JOURNAL with the largest amount of advertising ever carried in any June issue—

A gain of 29.6 per cent over June, 1914, and the June, 1914, issue was our largest June up to that time.

There is a reason for all this.

The Medium Sized Cities and Small Towns of this country have been saturated with wealth from our enormous crops. They have not been directly affected by the European War. They are now absorbing all the goods which previously went to European markets.

American manufacturers are now using THE PEOPLE'S HOME JOURNAL to reach the First Families in these Medium Sized Cities and Small Towns.

THE PEOPLE'S HOME JOURNAL

Circulation 900,000 Guaranteed

A. B. C. Member

CHICAGO

NEW YORK

BOSTON

stores, according to the claim of the proprietor, and he says that he has lost trade by reason of the fact that ever since August 26, 1912, he has been unable to purchase Mary Garden Extract, except by resort to the same methods that have from time to time given him possession of small consignments of the Beech-Nut gum. Refusal to sign an agreement proffered by the Riker-Hegeman Company, the object of which was to standardize prices, resulted in a closing to him of the ordinary channels of trade for the distribution of this article.

It may be of interest to note that the retail prices which the Riker-Hegeman Company has sought to enforce for the Mary Garden Extract are as follows: one-half ounce, one dollar; one ounce, two dollars; and two and one-half ounces, four dollars. The prices at which O'Donnell wishes to sell this article and which he contends will afford him a satisfactory profit, are: one-half ounce, 98 cents; one ounce, \$1.69; and two and one-half ounces, \$3.49. It will be observed that uniformity of percentage of discount is seemingly not so much of an object as figures which, according to the dictates of familiar practice, would instinctively suggest a cut price. It is interesting to observe that O'Donnell in these initial suits under the new laws, particularly the suit against the manufacturers of Beech-Nut chewing gum, lays great stress upon the fact that the article in question is a "staple article," and that not only is he deprived of the ordinary profits which he would derive from the sale of a staple article, but that he is also "deprived of a large number of customers." He likewise makes the ingenuous claim that were he to subscribe to the price-fixing agreement proposed by the manufacturer he would himself violate the law.

Mill Supplies, of Chicago, has appointed Earl W. Barnes, who has been manager of the New York office for several years, as advertising manager, with headquarters in Chicago. John H. Payne has been named as Eastern manager. He has heretofore been in the Chicago office.

League's Ladies' Night

The Advertising Men's League of New York outdid all previous Ladies' Night entertainments of its own by the delectable programme it served up to the 300 members and guests who sat down together at dinner and danced afterward at the Hotel McAlpin, on April 15. In the list of enjoyable stunts there were three or four exceptionally good. Herbert S. Houston presented to President Harry Tipper a toy balloon masquerading as the Baltimore Truth Trophy, lost by the league at the Toronto convention. It was no sooner accepted than it blew up. Lewelyn E. Pratt operated a huge Ad-O-Trol, reproducing humorous skits on advertised brands. Manley M. Gillam, John Sullivan, A. F. Nagle, Jr., and Mr. Pratt gave a humorous rendition of what Caruso, Scotti, Bonci and Amato might do under some circumstances. The star piece was a "wireless telephone conversation" from Hubert Casson in London, which was helped out by a talking machine. It proved to be some more of Mr. Casson's advice to "buy out the pessimists, advertise and stake all you have on yourself and the future." It was interspersed with samples of Mr. Casson's well-known laugh, and got a big one from the audience in turn.

In the dancing the prize for hesitation waltzing went to R. G. Cholmeley-Jones, advertising manager of the *Review of Reviews*, and Miss Helen Kilwee.

New General Manager of Hendee Manufacturing Company

Clarence A. Earl has been given the entire general management of the Hendee Manufacturing Company, Springfield, Mass., and George M. Hendee, while retaining his full financial interest in the company and the title of president, has relinquished to Earl the title of general manager.

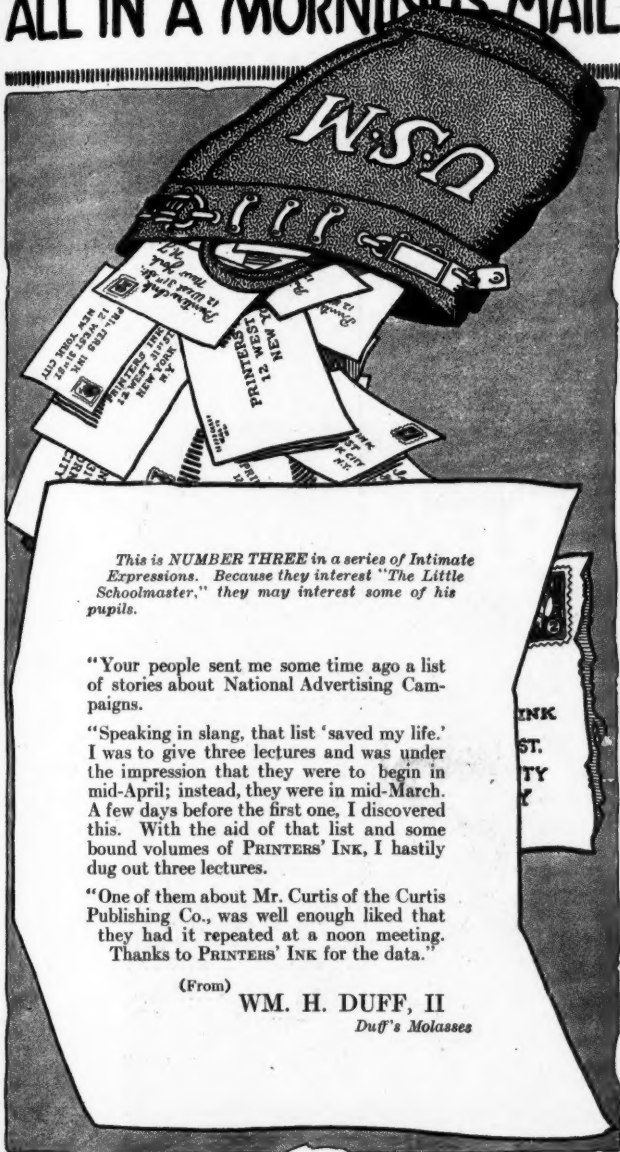
Earl resigned as vice president and general manager of the Corbin Screw Corporation, New Britain, Conn., a year ago to become vice-president and assistant general manager of the Hendee company. Applying his 21 years of experience with the Corbin company to a reorganization of the Hendee company's manufacturing and administrative affairs, he showed such remarkable results along progressive lines that President Hendee arranged to give him a free rein, with the full responsibilities and title of general manager.

S. W. Reardon Goes Into Business for Himself

Sherman W. Reardon, for eight years circulation manager of *PRINTERS' INK*, has resigned to establish in his own name a motion-picture enterprise.

The County Derry Linen account, exploiting Derryvale Linens in newspapers, has been given to Street & Finney, Inc., New York.

ALL IN A MORNING'S MAIL



This is **NUMBER THREE** in a series of *Intimate Expressions*. Because they interest "The Little Schoolmaster," they may interest some of his pupils.

"Your people sent me some time ago a list of stories about National Advertising Campaigns.

"Speaking in slang, that list 'saved my life.' I was to give three lectures and was under the impression that they were to begin in mid-April; instead, they were in mid-March. A few days before the first one, I discovered this. With the aid of that list and some bound volumes of **PRINTERS' INK**, I hastily dug out three lectures.

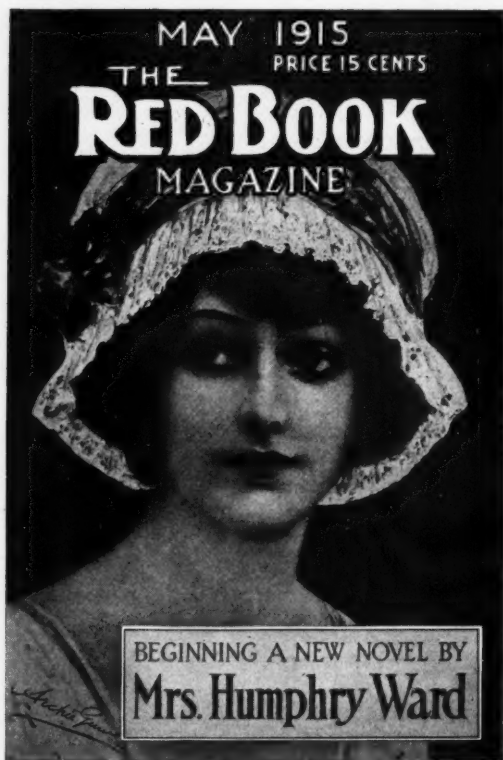
"One of them about Mr. Curtis of the Curtis Publishing Co., was well enough liked that they had it repeated at a noon meeting. Thanks to **PRINTERS' INK** for the data."

(From)

WM. H. DUFF, II

Duff's Molasses

MRS. HUMPHRY WARD
the peer of "best sellers"
for the last twenty years
begins her greatest novel
in the May 1915 issue of
THE RED BOOK MAGAZINE



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What "A.B.C. Service" Means to the Advertiser

"A. B. C. Service" means unprejudiced information *on* the various publications in which your advertising appropriation is being expended.

It is as definite as the measurements, weights and other specifications which govern the uniformity of your product.

It means that right in your own office, you have a gauge on the working capacity of every dollar put into your advertising.

It means, that you *now* have the advantage of established **facts** as compared to previous guess work—on quantity,

quality and distribution of the circulation — standardized **audited** facts—of the various classes of publications—on a basis that enables you to compare the actual value of one publication with another, as particularly applied to the thing you are selling.

"A. B. C. Service" costs only a fraction of the **cost** of doing without it.

The Audit Bureau of Circulations is a co-operative organization—not for profit—its membership includes nearly one thousand Advertisers, Advertising-agents and Publishers, who believe in standardized circulation information. Complete information regarding the service and membership may be obtained by addressing—Russell R. Whitman, Managing Director.



Audit Bureau of Circulations
15 East Washington Street
Chicago

Victor's Methods of Developing Sales to Public Schools

Nearly \$100,000 a Year Is Being Spent for a Double Purpose

INCLUDED in the sweep of the sales and advertising activity of the Victor Talking Machine Company is a successful and efficiently developed campaign upon the public schools of the country. It was not long after the drift of Victrolas to the schools became noticeable that the company set to organizing the campaign for this special field.

The work was put in charge of a woman supervisor of music, then in Milwaukee, whose suggestion of a definite plan of getting Victors into schools met with the company's approval.

That was four years ago. Now the Victor company is spending approximately \$100,000 yearly to reach educators. Educational periodicals are used extensively, full-page space being taken. Nearly 3,000,000 pieces of mail matter are sent out by the company to develop the educational part of its business. One mailing list alone contains 55,000 names.

Victor machines are now in use in the schools of more than 3,500 cities of the country. In some cities there are several hundred Victrolas in the schools. Prominent in this campaign was a list of 41 educational papers. The full-page copy run in those mediums was especially planned and was changed every month. In addition to the advertising a force of lecturers was used. These men traveled throughout the country, giving demonstrations and concerts and talks on the desirability

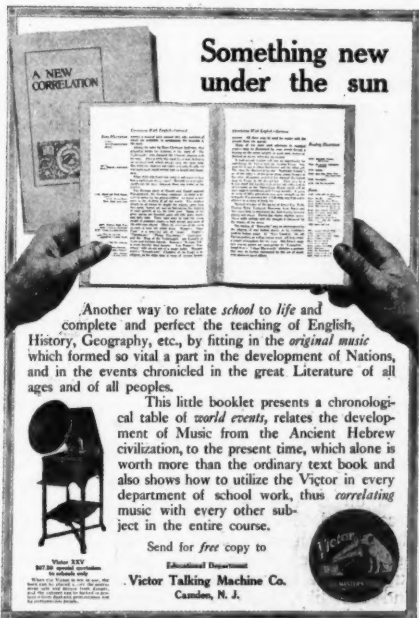
of using Victrolas in school work.

Orders are taken by the lecturers, but the dealers in whose territory the schools are receive the profit on the sale. Conventions of teachers and supervisors are addressed by the special representatives and much good work has resulted from this kind of work, according to the company.

But behind this plan of selling machines for use in the schools is a more far-reaching sales idea. The Victor company reasoned that if children in schools could be taught to love music and to understand it, their parents would be influenced also.

Children go home in the afternoon and say to their parents:

Something new under the sun



Another way to relate school to life and complete and perfect the teaching of English, History, Geography, etc., by fitting in the *original music* which formed so vital a part in the development of Nations, and in the events chronicled in the great Literature of all ages and of all peoples.

This little booklet presents a chronological table of *world events*, relates the development of Music from the Ancient Hebrew civilization, to the present time, which alone is worth more than the ordinary text book and also shows how to utilize the Victor in every department of school work, thus *correlating* music with every other subject in the entire course.

Send for free copy to
Educational Department
Victor Talking Machine Co.
Camden, N. J.

COPY SHOWING WHEREIN A VICTROLA WILL AID IN SCHOOL WORK

"I heard Melba and Caruso sing to-day on the Victrola."

It isn't long before the parents want to hear some of the opera stars or bands or other records. The company has been able to trace directly a growth in general sales following the placing of Victor machines in the schools of a city.

Thus this new market is used to create more business in the

special affairs in the schools, was not regarded as powerful enough. So the Victor company began to issue records of educational value. One of the strong factors in the work was a booklet called "A New Correlation." This was sent free on request.

TEACHING THE CORRELATION OF MUSIC WITH SCHOOL STUDIES

The booklet presented a history of music from the time of Moses to the present. It pointed out what was most important from the Victor viewpoint—how the talking machine might be used in every department of school work to correlate music with other subjects.

If pupils were studying the Scandinavian peoples, their customs, and characteristics, for example, fitting records which would help the children grasp the spirit of the subject were suggested. These suggestions and the numbers and names of the records were printed in the margin.

"A wide-awake teacher will lose no opportunity for correlating the Victor with the reading lesson," is stated in the part of of the booklet devoted to correlation with English. "Suppose the lesson is about Beethoven and the blind girl. This may be illustrated by the 'Moonlight Sonata'; or if the story is of the persevering young Handel in his attic, abundant material for musical illustration may be found in the Handel list. "There may be a lesson about the Loreley rock, or the old violin-makers of Cremona, or the Mar-seillaise Hymn, which will at once suggest correlation with the Victor records. A poem or a story of lofty patriotism may gain strength in the company of a



Build your Christmas Entertainment around the Victor

Whether it is the silent night of Christmas eve, the shining star of Bethlehem, the morn with its joyous bells and happy carols, or the boys on the tree; whether the central thought of the exercise be the Christ Child, the merry "Kris Kringle" or the wonderful "Santa Claus" with reindeer, sledge, bells, pack and all—the Victor records will tell your pupils the story. They should all hear these records in celebrating the greatest day of the year for children.



Victor XXXV-Tone A
Will play special Christmas
records.

3010	Just Yule Christmas	Patton	\$1.25
3011	The Daily Warning 2. The Sugar Plum Tree	Schumann-Mendel	2.00
3012	Sally Huckle, halloo Huckle	Edna Quenett	.75
3013	Sally Huckle, halloo Huckle	Edna Quenett	.75
3014	There are Gulls in the Holes	Edna Quenett	.75
3015	Yule Night	Edna Quenett	.75
3016	Christmas Songs and Carols	Victor Mixed Chorus	1.00
3017	Say of Bethlehem	Edna Quenett	1.00
3018	White Shepherds Watched	Victor Mixed Chorus	1.00
3019	It Came Upon the Midnight Clear	Edna Quenett	1.25
3020	Ring Out, Wild Bells	Percy Hansen	1.25
3021	Christmas Lullaby, Beethol	Edna Quenett	1.25
3022	Advent Fables	Edna Quenett	.75
3023	The First Snowfall	Edna Quenett	.75
3024	Birds of a Feat	Edna Quenett	.75
3025	Bells in Tintinn	Edna Quenett	.75
3026	Halldahl's Chorus	Edna Quenett	.75
3027	Victor Chorus and Santa's Band	Edna Quenett	1.00

Is there a Victor in your school? The pupils will be glad to give an entertainment to help secure one for a Christmas gift. Then the Victor will make every day a day of music in your school.

Educational Department
Victor Talking Machine Co.
Canton, N. J.



SEASONAL ADVERTISING IN EDUCATIONAL PAPERS

general field. And this in spite of the fact that the machines are not sold to the schools at cut prices.

But to get lasting results the plan on which the company operates had to be something more than a selfish sales-booming proposition. Teachers, principals, supervisors, boards of education, and the like, had to be shown good reasons why Victrolas should be installed in the schools.

The entertainment feature, while strong enough in regard to

Beethoven and the blind girl. This may be illustrated by the 'Moonlight Sonata'; or if the story is of the persevering young Handel in his attic, abundant material for musical illustration may be found in the Handel list.

"There may be a lesson about the Loreley rock, or the old violin-makers of Cremona, or the Mar-seillaise Hymn, which will at once suggest correlation with the Victor records. A poem or a story of lofty patriotism may gain strength in the company of a

patriotic air; a folk-song may lend a new interest to a story of lowly life.

"Musical settings of the poems of Longfellow, Field, Dunbar, Riley, Tennyson, Browning, Scott, Burns and Stevenson help to emphasize the close kinship between poetry and music. Poetry has rhyme, rhythm, meter. Music adds melody and the thought is enhanced by the beauty of the music."

This paragraph from the booklet seems particularly telling:

"Among the tales of Hans Christian Andersen, that delightful writer for children, is the story of 'The Nightingale' who charmed the Chinese emperor with his song. After a while royal favor was shifted to an artificial bird which always sang the same song. But when the emperor was taken seriously ill, only the real nightingale could restore him to health and happiness.

"What child who hears this story is not eager to hear how a nightingale really sings? Records by real nightingales are far more eloquent than any words of the teacher."

PROPER READING HABITS TAUGHT

The same idea has been carried out in connection with elocution, public speaking and dramatic art. Students are able to hear the correct renditions of poems, orations and the like, and thus remedy their weaknesses.

"Did you ever think of using Victor records to illuminate your studies in Shakespeare and, in fact, all your work in English?" asked one advertisement.

"Do you read Scott's 'Ivanhoe' and 'Lady of the Lake'? Wouldn't the pupils like to hear the bagpipes and the songs of Ellen with the harp of old Allan.

"Are you interested in the geography of Europe? The heart life of the different peoples of stricken Europe can be understood in no other way so clearly as through their songs."

Special school records for marching, calisthenics, folk dancing have been made and are in general use.

"Do you realize what you can teach with a Victor in the school?" inquires a headline of one of the advertisements. The copy goes on to say that appreciation for good music may be developed and an understanding given of music history, music form, opera, tones of orchestral instruments, etc. One teacher has reported the successful use of a talking machine in the teaching of typewriting.

SEASONAL APPEALS

Special appeals have been made in the various seasons. One caption says, "The Victor will help you with your closing exercises." It is also suggested that graduating classes leave a Victor in their schools as a remembrance.

Dealers were urged to connect with the advertising effort and to get in touch with the schools in their territories. They were told to suggest plans by which the schools could acquire a Victor machine. Many dealers have done this sort of work.

In some schools concerts were given and admission—ten, fifteen or twenty-five cents, as the case might be—was charged. The money was applied on the purchase of a machine.

First the interest of the teachers was obtained through their publications and by special matter mailed to them, and through the teachers the pupils were surcharged with enthusiasm. The plan which was based on helpful methods that teachers might use to get better results in their work was a success mainly because of its helpfulness.

As for results, H. C. Brown, advertising manager of the company, who described for PRINTERS' INK the educational angle of the Victor campaign, declared that the sales to schools are greater than ever before. More and more educational records are being made, he remarked also. And it is believed that children who have heard a Victrola for the first time in school are influencing their parents to purchase a machine, thus accomplishing one of the underlying purposes of the campaign.

Letting the Consumer Write Your Copy

Current Advertising of Lyon's Tooth Powder Shows How the Suggestion of One Amateur Scored—The Real Selling Idea of Her Copy Retained—New Copy Has Stimulated Interest

THE picture of a woman with bandaged eyes and gleaming teeth is being featured in the advertising for Lyon's tooth powder and dental cream. It is interesting



THE ATMOSPHERE OF MYSTERY MADE THIS ADVERTISEMENT SUCCESSFUL

to know that in this case an amateur suggestion scored, the idea being submitted to I. W. Lyon & Son, Inc., by the lady herself, a Southern society woman. She sent the photo of herself as published, and sketched a layout. Her suggestion for a title was, "Do I live in your town," and for the text this: "If not there are or would be thousands like me if they used Dr. Lyon's Tooth Powder." She had indicated in her layout that her photo should occupy the loop in a huge question mark.

Floyd Y. Keeler, second vice-president and advertising manager, recognized a usable idea in the contribution, though needing a considerable working over. The piece of copy entitled "Who Is

She?" was the result. Of course the desirable air of mystery and puzzlement, which made the idea attractive in the first place, was retained.

Immediately upon publication, the copy caused widespread comment and pulled many inquiries. The first advertisement was followed by one with the headline, "She Is." The copy went on to explain that the woman in the picture was the leading spirit in the gayest social center in the South. Her name was not disclosed, however, and the bandage still hid her eyes.

Of course the beautiful teeth of the mysterious woman were featured. The bandaged eyes aided to make the teeth more prominent. That the fine condition of the society belle's teeth was due to the use of Dr. Lyon's tooth powder was a statement made by her in a letter accompanying her picture.

Other photographs and suggestions have since come into the concern's office. Some of these are thought to have possibilities and may be used later. All this despite the absence of any request for material, any contest, or offer of remuneration.

"We do not believe in offering payment for testimonials," remarked Mr. Keeler. "If statements favoring one's product are paid for there is always a chance that they are prejudiced. In the instance of this blindfolded woman advertisement, the picture and the testimonial were unsolicited and for that reason had value.

"The results we have received are pleasing to us since they show that we are reaching the class of people worth while. Replies we have received in response to this advertising come in the majority of cases from persons of education and means."

Of course most advertisers receive suggestions from amateurs. While it is doubtless impossible to expect that an idea will even be submitted that will be adopted in all respects as suggested, there is often the hint of a "new angle," the germ of an ad that will have fresh interest, if studied.



(This advertisement of
Audit Bureau of Cir-
culations reproduced
from PRINTERS' INK,
issue of April 8, 1915.)

All the Hill Engineering Weeklies Are Members of the A. B. C.

Because:

"They know that their reputation advances in the minds of the advertiser and space buyer when they offer A. B. C. reports as the basis of their solicitation."

"'A. B. C.' places their circulation on a commodity basis because all information is verified by a rigid and impartial audit."

The Engineering and Mining Journal
American Machinist

Power
Engineering News

Coal Age

THE HILL BUILDING
10th Ave. at 36th St., New York City

100 Commodities Advertised In One Issue

How broad is the scope of advertising to-day, how it may be applied to hundreds of different kinds of business, may well be judged by examining the pages of the April 3d issue of THE SATURDAY EVENING POST, which was particularly notable because it was the largest issue of the Post ever published. It contained 100 pages, made necessary by 229 columns of advertising, or a volume of \$288,271, the largest amount of money ever invested in advertising in any one issue of the Post. (This is in addition to 12 columns of our own advertising made necessary by the problems of make-up.)

The commodities advertised in this issue were as follows:

Adding Machines	Automobile Starting and
Agents Wanted	Lighting Systems
Air Guns	Automobile Tires
Arch Supports	(six advertisers)
Automobiles	Beds
(twelve well-known cars)	Beans
Automobile Accessories	Bicycles
(miscellaneous)	Bird Club
Automobile Lamp Lenses	Boats
Automobile Lights	Books
Automobile Oil	Bungalow Designs
Automobile Piston Rings	California Publicity
Automobile Roller Bearings	Cameras
Automobile Shock Absorbers	Canoes
Automobile Spark Plugs	Carbon Paper
Automobile Speedometers	Chairs
Automobile Springs	Chest Protectors

Cigars and Tobacco (seven advertisers)	Night Latches
Coal Chutes	Oil
Coaster Wagons	Oranges and Lemons
Coffee	Paint and Varnish
Collar Buttons	Patent Attorneys (six)
Condensed Milk	Pencils
Confectionery	Pens
Corn Plasters	Pianos
Corn Poppers	Poultry
Credit Insurance	Powder
Cutlery	Prepared Meats
Ear Phones	Raisins
Electric Lamps	Razors
Electric Motors	Refrigerators
Fire Insurance	Roofing
Fish Bait	Rose Bushes
Flashlights	Rubber Heels
Garters	Scarfs
Handkerchiefs	School of Illustrating
Hats	School of Typewriting
Houses	Screens
Incubators	Shingles
Labels	Shirts
Lawn Mowers	Shoes
Lawn Rollers	Silverware
Lighting Equipment	Soap
Magazines	Soup
Marine Hardware	Talking Machine Needles
Marine Motors	Tar Bags
Men's Clothing (four makes)	Tire Mender
Mops	Tools
Motion Pictures	Tooth Paste
Motion Picture Machines	Typewriters
Motorcycles	Underwear
Music Rolls	Upholstery
	Vacuum Bottles
	Washing Machines

Although unusual in size, the issue was not unusual in diversity of products advertised.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

the proper solution of which the public is vitally interested and should have the right to determine upon its merits.

"This presentation openly, frankly and

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ings; it would pay for 2,000

freight cars; it would build 200

new stations at \$10,000; it would

provide additional freight ter-

terminal facilities; it would pay for

\$2,500,000 railroad ties; it would

pay for 2,000,000 tons of coal.

The iron and steel industry would



The argument is often made by a manufacturer that there is nothing distinctive about his goods which he can advertise.

Make good merchandise, brand it, and teach the consumer to call for it by name.

The name itself will become a distinctive feature if the buyer knows what to ask for.

George Batten Company

Advertising

381 4th Ave., at 27th St.

NEW YORK

Tremont Bldg.
Boston

208 S. LaSalle St.
Chicago

TEA FOR GERMAN WOMEN.

Civic Ball Entertainment
-aar Leaders
prices 2.50."

Spencer Transferred by Studebaker

E. W. Spencer, formerly superintendent of sales in the east for the Studebaker Corporation, has been appointed manager of the sales follow-up and sales promotion department, with headquarters in Detroit.

be stimulated, furnishing steel for new cars, rails, bridges, buildings, etc. Miners and-coke oven operators would get increased work as industry expanded. New com-

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The First American Advertising Campaign

And How It Was Conducted by This Country's First Advertiser, William Penn—Set the Style That Still Prevails in Prospectuses—Skilful as a Copy Writer and Careful as to His Facts

THE first advertiser in this country was, according to the Philadelphia *Public Ledger*, William Penn, founder of Pennsylvania. He had home sites and farm lands galore to sell to those in Europe who were willing to emigrate, and the manner in which he wrote his pamphlets reflects distinct credit upon his integrity and his skill as a copy writer. Here are the facts:

King Charles granted Penn the province of Pennsylvania on March 4, 1681. Penn evidently had his plans laid in advance, for early the following month he sent to press a pamphlet which was destined to influence many to seek new homes in the New World. This was entitled "Some Account of the Province of Pennsylvania." The great Quaker leader had not yet seen his new lands, but he had gathered the leading facts about their characteristics.

Excepting for its now archaic language, some of the passages in this pamphlet would seem to be a quotation from a modern land scheme. After a short dissertation about wealth, which, it will be recognized, is not omitted from many modern prospectuses, Penn thus writes of colonization:

"Those that go into a foreign plantation, their industry there is worth more than if they stay'd at home, the produce of their labor being in commodities of a superior nature to those of this country. For instance: What is an improved acre in Jamaica or Barbadoes worth to an improved acre in England? We know 'tis three times the value, and the product of it comes for England, and is usually paid for in English growth and manufacture. Nay, Virginia shows that an ordinary industry in one man produces

three thousand pounds worth of tobacco and twenty barrels of corn yearly: He feeds himself, and brings as much of commodity into England besides as being return'd in the growth and workmanship of this country, is much more than he could have spent here: Let it also be remembered, that the three thousand weight of tobacco brings in three thousand two-pences by way of custom to the King, which makes twenty-five pounds: An extraordinary profit.

"2dly. More being produc'd and imported than we can spend here,

SOME
ACCOUNT
OF THE
PROVINCE
OF
PENNSILVANIA
IN
AMERICA
Lately Granted under the Great Seal
OF
ENGLAND
TO
William Penn, &c.

Together with Priviledges and Powers necessary to the well-governing thereof.

Made publick for the Information of such as are or may be disposed to Transfere themselves or Servants into these Parts.

LONDON Printed, and Sold by Benjamin Clark
Book-Seller in Great-Street London-Street, 1681.

COVER OF A PAMPHLET CIRCULATED IN EUROPE

we export it to other countries in Europe, which brings in money, or the growth of those countries, which is the same thing; and this is the advantage of the English Merchants and Seamen.

"3dly. Such as could not only marry here, but hardly live and allow themselves cloaths, do marry there and bestow thrice more in all necessities and conveniences (and not a little in ornamental things too) for themselves their

wives and children, both as to apparel and household stuff; which coming out of England, I say 'tis impossible that England should not be a considerable gainer."

After a little more of similar philosophy, Penn gives a list of the topics his pamphlet covers, introducing it in these words:

"This much to justify the credit and benefit of plantations; wherein I have not sought to speak my interest, but my judgment; and I dare venture the success of it with all sober and considering men. I shall now proceed to give some account of my own concern.

"1st. I shall say what may be

A
LETTER
FROM
Doctor Moore,
WITH
Passages out of several Letters
from Persons of good Credit.
Relating to the State and Improvement of
the Province of
PENNSILVANIA

Published to prevent false Reports.

Printed in the Year 1687

A LATER PIECE OF PUBLICITY TO COMBAT
MISUNDERSTANDINGS

necessary of the place or Province.

"2dly. Touch upon the Constitutions.

"3dly. Lay down the conditions.

"4thly. Give my sense of what persons will be fit to go.

"5thly. What utensils, furniture and commodities are fit to carry with them, with the charge of the voyage, and what is first to be done and expected there for some time.

"And lastly, I shall give an abstract of the grant by letters patents under the Great Seal of England, that an account may be given of the estate and power granted to me thereby."

The pamphlet was almost immediately reprinted in Dutch in Rotterdam, and in German in Amsterdam.

The whole tenor of the pamphlet is candid, and throughout it is apparent that the writer tried to be scrupulously regardful of the truth of his statements, but at the same time tried to make as good an impression as was possible. There is a virtual admission that the writer knew nothing from personal observation about his province, and he does not dwell long upon his description, referring in a general way to the salubrity of the climate and the productiveness of the soil. He only intended to arouse interest among those intending to emigrate, and while he wanted settlers he did not care to have them to even deceive themselves. As a consequence, this and succeeding pamphlets by Penn, and later by others who came over to Pennsylvania through Penn's representations, made a favorable impression in England and Ireland, and the pamphlets that were printed in Germany and Holland were not without their influence in quickly settling Pennsylvania with a large number of better-class settlers.

Between 1681, when Pennsylvania was granted to Penn, and 1690, just before the founder of Pennsylvania was starting on his second and last visit to the province, Penn published seven advertisements on his province, all of which were distributed among Quakers and other desirable peoples. While his first pamphlet gave the quotation of lots and farms, these were sold at a rate so reasonable and on installments. In some instances, that there was no suggestion that the scheme for populating Pennsylvania was solely a money-making venture. However, as lands were for sale, Penn did not neglect to mention the sizes of farms and city lots that were to be sold, but his principal desire was to settle a country where his novel ideas of government and of liberty of conscience could be given a fair test. He himself has alluded to the settlement of Pennsylvania as an

experiment, but certainly no experiment of similar character ever was so carefully designed nor so comprehensively detailed in the prospectus.

Penn took a small part of his pamphlet, "Some Account," etc., and under the title of "A Brief Account of the Province of Pennsylvania," issued it as a broadside. Two other editions of the original were published in folio and in quarto the same year. Quick on the heels of this tract Penn issued his famous "Frame of the Government of the Province of Pennsylvania in America; Together with certain laws agreed upon in England, by the Governor," etc. This was published in folio in 1682, before the founder started for his new province. This, too, was in the nature of an advertisement, for it showed what freedom in government was to be expected in the new land, and undoubtedly made many converts to emigration, as it was designed to do.

There were no more advertise-

ments of the province until after Penn arrived in Pennsylvania. The first of these was his now-famed "Letter from William Penn, Proprietary and Governor of Pennsylvania in America, to the Committee of the Free Society of Traders, of that Province residing in London." This was the pamphlet, published with the date of 1683, that contains the first map of the city of Philadelphia, just after it had been laid out by Penn's surveyor, Thomas Holme. Appended to this work was an "advertisement" by Holme, describing the city of Philadelphia. This work contains the first map used for a land scheme. This must have been a good idea, for no land scheme in modern times at least has been attempted without such a chart.

Others in the province wrote letters to friends in London, and these were collected and published, evidently by Penn, for the purpose of disposing of any unfavorable rumors or reports likely to be cir-

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

culated in England by those persons who were outwardly enemies of all Friends, and especially of Penn. The first publication of this character was the now oft-quoted "Letter from Dr. More, with passages out of several letters from persons of good credit, relating to the state of improvement of the Province of Pennsylvania. Published to prevent false reports." This was printed in 1687, and in 1691, after Penn had revisited his province, there came from a London press "Some Letters and an abstract of Letters from Pennsylvania, containing the State and Improvement of that Province." These two publications were small quartos, and are now so rare that the letter from Doctor More has brought \$750, or about \$100 a page, at auction.

Gillette Razors Advertised by a "Week"

"GILLETTE Week" is being observed in various large cities. It is marked by special advertising of Gillette razors in the newspapers, and window displays by the dealers. Some of the latter ran special copy in the papers in addition to that inserted by the manufacturer.

The company's first experience in making a drive in one city or section of country occurred last Summer when a "week" was inaugurated in New England. The campaign appealed to dealers and the results were satisfactory from a sales standpoint.

The plan of arranging for the special advertising in various cities at different times allows the company to give more thorough attention to the details of the sales features than would be possible were a large section of the country covered at once. A representative is in each city a few days prior to the appearance of the advertising, to assist the dealers with the preparation of their windows, supplying them with advertising matter and everything necessary to make a good display.

The folder that accompanies

the letter to dealers announcing the special week contains the following outline of the possible effect of the sale upon prospective buyers:

The reason Gillette Week works so well everywhere is because of the great latent interest in the Gillette Razor among men of all classes.

Shaving is an ever-present problem.



**Keen Eyes Open
for Big Things**

GILLETTE Week—
Now's the time—
join the Order of

"No Stropping, No Honing."
Greatest fraternal organization
in the world. Seven million
active members.

The big men and the busy men are
all strong for that bright and early, vel-
vet-smooth, Gillette Shave. The keen
eye, the clear skin, the "lead me to it"
feeling when you come down in the
morning.

Gillette Week keeps you reminded.
Do it today. Tomorrow good and
chesty—

"I've got mine. Have you got yours?"

GILLETTE SAFETY RAZOR COMPANY
BOSTON, MASS.

NEWSPAPER COPY THAT APPEARS DURING
THE "WEEK"

Men read about the Gillette in our
great national advertising campaign:
they hear the razor talked of and they
decide that they are going to buy.

Gillette Week causes them to act.
It creates a specific local situation, awak-
ens interest, makes them do it now.

Death of Publisher of "Poor's Manual"

Henry W. Poor died April 13 at his home in New York, aged 71 years. He started publishing "Poor's Railway Manual" in 1865, which was widely known as the leading publication of its kind.

With a membership of over 700, the St. Louis Advertising Club claims to have the largest organization in the country, with one exception.

The gain in lines carried in Collier's during March 1915 over March 1914 is 18,234. The gain in dollars and cents for March is \$78,861.00.

The gain for the first four months in 1915 over the same period in 1914 amounts to \$215,000.00.

Reader interest always determines advertising value. The potentiality of Collier's reader interest has caused a steady growth in advertising value, result—a gain of circulation, lines and money. Press run April 24th issue 873,900.

Advertisers now using Collier's pay on the basis of 700,000, net paid, and receive in addition a circulation bonus of over 100,000 *net paid* on each issue.

Collier's^{5¢ a copy}

THE NATIONAL WEEKLY

Chicago

New York

Boston.

A. C. G. Hammesfahr, Adv. Mgr.

COLLIER'S CIRCULATION ISSUE of MARCH 27TH

Press Run	861,000
Gross	858,237
Net	848,932
Net Paid	834,296
Member A. B. C. and Quoin Club	

Read SENATOR BEVERIDGE'S fifth war article "A Nation United" in next week's Collier's.

FIFTEEN dealers only, out of some *four hundred*, served by our Independent distribution have ordered fewer copies of May Hearst's (flat size) than they ordered of February (standard size). There was no particular change in the list of contributors responsible for these two issues.

There was a vast improvement in the general appearance of the magazine. It caught the public eye as it has caught the public fancy.

Hearst's was a splendid magazine in February; it is still a better magazine in May.

The reading public says so—and this public is the court of last resort.

When we have *earned* their approval, Mr. Advertiser, we *merit* yours.

We will start publication in the June issue of the most remarkable novel David Graham Phillips ever wrote.

Six years was spent in its preparation, and it will take a prominent place in American literature.

It will be advertised broadcast, and it will bring to Hearst's Magazine many thousands of new readers.

There will be other big features in this issue - an issue which we believe will not only be the *best* that Hearst's has yet offered to the public, but an issue which has never been excelled by any periodical.

Hearst's Magazine is sold on the newsstands at 15c. per copy. It is non-returnable. Its newsstand orders total fifty thousand greater in May than in February, and there will be a steady increase.

June forms close May 2nd.

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.

Canada's Industrial Payroll Is \$5,000,000 a Week

CANADA'S wage-earners in point of number and her industrial payroll are the equal of those of Massachusetts; of all the other New England States combined; of all the Southern States combined; and are more than double those of all the Western States combined.

Canada has 20,000 factories giving employment to 600,000 workers. Wages amount to over \$260,000,000 annually. This huge amount of money is spent at the rate of \$5,000,000 a week in cities and towns where newspapers are published.

Canada's 8,000,000 people consume \$12,000,000 of imported products every week, 75% of which comes from the United States. Canada is both a convenient and a responsive market for the American manufacturer.

CANADA REPAYS CULTIVATION

Publishers of the undernamed daily newspapers are ready at all times to provide trade reports and other service of value to advertisers contemplating going into the Canadian field. For rates, circulations, and other desired particulars, communicate with the publishers direct, or with their U. S. A. representatives.

	NEW YORK	CHICAGO
LONDON FREE PRESS (A.B.C.)	D. J. RANDALL, 171 Madison Avenue	ELMER WILSON, Tribune Building
TORONTO GLOBE	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
TORONTO TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
OTTAWA FREE PRESS	CHAS. H. EDDY CO., 5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building
OTTAWA JOURNAL	La COSTE & MAXWELL, 45 W. 34th Street	La COSTE & MAXWELL, Marquette Building
MONTREAL GAZETTE	JOHN SULLIVAN, 5th Avenue Building	H. De CLERQUE, Mallera Building
MONTREAL LA PRESSE	THE W. J. MORTON CO., 5th Avenue Building	THE W. J. MORTON CO., Tribune Building
HALIFAX HERALD & MAIL (A.B.C.)	DIRECT	DIRECT
VANCOUVER PROVINCE (A.B.C.)	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallera Building
EDMONTON BULLETIN	JOHN SULLIVAN, 5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADER	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallera Building
WINNIPEG FREE PRESS	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallera Building
WINNIPEG TELEGRAM (A.B.C.)	VERREE & CONKLIN, 225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building

IN CANADA USE THE DAILIES

Dealers' Attitude Toward Counter Displays

An Investigation of the Reasons Why Some Are Used and Others Are Refused

A DISPLAY on the dealer's counter reaches the consumer when he is in an actual buying mood—perhaps not contemplating the purchase of the goods which are actually on display, but none the less he is in the store *to buy*. If the right display is on the counter it may keep him from being switched to some other brand, and it may remind him of a need which he hadn't thought of up to that moment. The manufacturer who can get dealers to display his goods inside their stores, or his cut-outs on their counters, has secured an important advantage over his competitor whose goods are nowhere in sight. But counter and other display space is limited, and is quite within the control of the dealer. How can the manufacturer induce the latter to give that space to his particular lines?

In the first place, do the dealers, as a rule, understand the value of counter displays as sales makers? An investigation among representative stores in New York and New England indicates that they do.

WHY THE DEPARTMENT STORE USES DISPLAYS

Manufacturers anxious to have displays on dealers' counters can observe department-store methods with profit. One of the greatest merchandising institutions built up on the counter display idea is the department store. In fact, the department store is one big group of counter displays. The selling strength of the department store lies as much in the counters as in the salesmen. The counters are made to tell the story in such a manner that a six-dollar-a-week clerk can stay behind the counter of toilet goods and supply the people's demands. The displays are used in the most ingenious manner possible. The hardest problem is

to get you in the store. Once you are in, the store knows it will have no difficulty in selling you its merchandise. The idea of the department store is to lead you through all its various departments, dangling in front of your face in the most tantalizing manner the goods displayed in artistic as well as tempting form.

When a sale on a certain well-known article is advertised, instead of finding it in the front of the store, you will likely have to travel through many aisles, passing counters heaped full of choice merchandise before you reach the location of that advertised article.

If you step up to the toilet-goods counter you will notice that there are more goods displayed on the counter than in the case. The buyer of one of the largest department stores in New York was asked why it is not just as well to have the goods displayed in the case as long as the people are able to see them.

"I believe our sales would drop off at least twenty-five per cent," he replied. "You see, when a customer makes a purchase he has to wait some time until he receives his change. The customer will look around the cases and pick up something and examine it. In this way where the intention has been merely to buy one article he frequently buys more.

"The display of goods on the counters and showcases, to my mind, is just as important as the window display. Successful store merchandising demands it nowadays."

DRUG CHAINS USUALLY STRONG FOR DISPLAYS

The Riker-Hegeman Company and the Liggett Company are great believers in counter displays. In fact, special stress is laid on this particular sales aid. The manager of one of the Liggett stores

said that perhaps twenty per cent of his sales were due to counter displays alone. He declared that the window display is very effective and of great value in bringing people into the store, but the counter display induces the actual buying.

Pointing to his candy display, he remarked: "Delicacies, such as candy, fruit, etc., form a class of goods which will attract the public and make them stop and wait a short space to be waited upon. Other classes of merchandise properly displayed will attract the trade, but it takes a good salesman to clinch the sales. The display creates a desire, but if the

changed often. I think one of the most important things about the display is that it should have the name of the article, and some little story connected with it, and last, but not least, of course, it should have the price."

So much for the importance of the displays as it appears to the dealers. The smaller dealers are quick to imitate some of the methods of the larger ones, and it would be hard to find a store in almost any line which does not feature on its counters displays of some character. The manufacturer's problem is to make certain that *his* goods shall be among those on display, and that the material he furnishes shall be used.

DISPLAYS MUST NOT CONFLICT

Several dealers were prevailed upon to give a frank statement of their attitude toward manufacturers' counter displays. Among them was Charles Holzhauser, of Newark, N. J., one of the leading pharmacists in the State of New Jersey and past president of the New Jersey Pharmaceutical Association. Mr. Holzhauser's



A DISPLAY AND A DEMONSTRATION

salesman is not on hand the desire to buy fades away because the customer has too much chance to change his mind."

He went around and showed just how these displays are gotten up. It is his opinion that a pyramid built up on the counter has the most effective selling value.

He said further: "Were I to build this store all over again, I would build my showcases about 36 inches high, the idea being that people passing by would be in a position to look down upon the display. I think that would be more effective than the present cases, which are much higher. The average person does not have such easy access to the top of the cases. The counter displays should be

idea of counter display hinges principally on the question of profit in the article to be displayed. He brings out the fact that many times a fine display has to be refused by him because he has a similar article under his own name which yields him a better profit. Commenting upon the value of the counter display, he said:

"Our counter space is valuable and we must put it to the best use. We do use counter-display devices very often where the article does not conflict with other goods and the profit is good. A great deal of money is wasted, I believe, in getting up material of this sort, which, falling into the dealer's hand, is at once consigned to the ash-barrel because he can sell the goods at no profit."

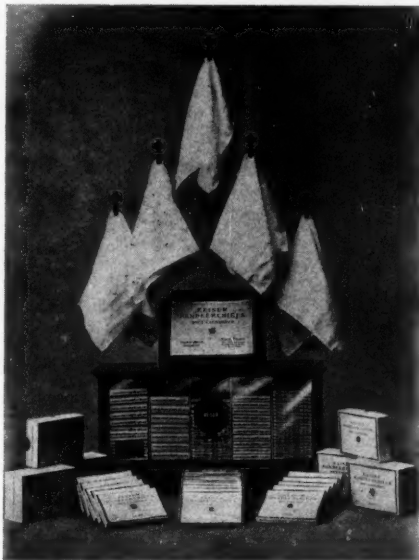
One of the greatest objections the dealer offers in not accepting a counter display from a manufacturer is that the article is cut to such an extent that it either limits his margin of profit or cuts him off from a profit entirely. As a result, he loses interest in the article or his antagonism is aroused and he becomes a critic of the article instead of a booster. Where a manufacturer has to confront such a condition, he might as well put his good money into something else besides counter displays. In one case a manufacturer under such conditions invested about \$8,000 in counter displays, and he is still trying to give them away. Formerly, he thought he would be able to induce the dealer to stock more goods on the strength of the counter display, but latterly he was glad to see the dealers accept the display without the order. In fact, very few cared to accept it. It was a handsomely gotten-up counter display and quite original, but in view of the fact that the article was constantly being exploited by cut-price stores, the dealer was not willing to give the manufacturer the friendly co-operation which he extended to some of the others.

THIS DEALER HAS BRANDS OF HIS OWN

As already suggested, some dealers who feature private brands of their own are loath to give up their counters for displays of merchandise which would interfere with their own brands. F. K. James, of New York, who features a private brand under his own name, claims that it is to the advantage of the dealer to display his own products on the

counters, displaying only those articles which do not conflict with his own.

"In our stores," remarked Mr. James, "we do not as a rule permit or encourage the display of goods upon our counters and showcases of other manufacture than our own. From the manufacturer's standpoint it is unquestionably a wonderful advantage to have his goods conspicuously displayed upon the counters.



CERTAIN GRADES OF STORES APPRECIATE AN ADDITIONAL SHOW-CASE

"If an article is being advertised it helps that advertising immensely, and even if it is not an advertised article, good counter displays, together with good signs, often make sales and help the introduction of an article very much.

"In our own drug stores we aim to display sundries and goods of our own manufacture; naturally the profit in these articles is very satisfactory. To the smaller merchants with limited stock I can

plainly see where good, attractive displays such as are prepared by many manufacturers would be a decided advantage to them for the reason that they help make their store look more attractive and sometimes produce sales and profit, but to the merchant who has ample goods and merchandise of his own, I am of the opinion that he should use all his available space for goods of his own manufacture. The exception to this case might be where an article differed from those of his own manufacture."

H. B. Van Cleve, president of the Standard Drug Company, New York, has built up a business in

regard for the general appearance of the store. We work on the theory that to attract customers the store must be attractive. Goods which are put up in cheap cartons cheapen the appearance of the surrounding stock, and are not desirable."

The value of the counter display plays an important part in the merchandising of luxuries and commodities bought on the impulse of the moment. It is a common occurrence for the consumer to enter a shop with the idea of making an individual purchase and come out with several other articles which he had been influenced to purchase through at-

tractive counter displays. The fountain pen and the safety razor are examples.

DIRECTING THE IMPULSE TO BUY

The experience of manufacturers who were questioned on the subject bears out the evidence submitted by the dealers already quoted.

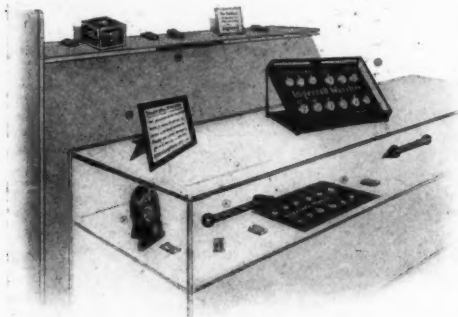
William Bayless, of the Conklin Pen

Manufacturing Company, Toledo, Ohio, believes that fully fifty per cent of all fountain pens are bought by the consumer upon impulse.

"I don't believe they could be sold in their volume in any other way," he remarked. "The consumer goes into the dealer's, happens to see a good display of fountain pens, remembers that he needs one and has been thinking for some time of getting one, and upon the impulse of the moment asks the dealer about them. The salesmanship of the dealer then completes the transaction."

F. P. Seymour, advertising manager of the L. E. Waterman Company, is also of the opinion that

(Continued on page 41)



AN INGERSOLL DISPLAY USED IN JEWELRY, HARDWARE, DRUG AND MEN'S FURNISHING STORES

his store from \$100 a day when he first took over the business to over \$600 a day. His ambition is to realize a \$1,000-a-day business.

"I believe in counter displays," remarked Mr. Van Cleve, "but the displaying of such special goods upon our counters depends, first, upon the goods being appropriate to our store and surroundings; second, the freedom with which they sell; third, the profit, and fourth, the attractiveness they would present upon the counters when they are displayed. You must remember that in a location like this, floor space is valued by the foot and is worth a great deal. Therefore, we want to display and push the sale of those goods which the most people want, having due

Beginning with last August's, and down to this May's issue — ten numbers — *every* issue of TODAY'S shows a gain in advertising over that of a year previous.

The Average Gain is
61%

TODAY'S MAGAZINE
For Women

461 Fourth Avenue

New York City

FAME



Because Henry Ford is world-famous as a manufacturer, it overshadows the fact that he is also a great inventor and ornithologist.

Similarly, because the Butterick Publications are preeminent in fashion, the depth and breadth of their general scope and influence are often likely to be overlooked.

The following partial list of famous contributors

testifies to the intellectual plane of our publications and to the desire of earnest protagonists to enlist their influence.

Cardinal Gibbons	Andrew Carnegie
Madame Curie	Clara Morris
Sir Oliver Lodge	Margaret Mayo
John D. Rockefeller	Arthur Stringer
Dr. Eliot	Lady Gregory
Woodrow Wilson	Nathan Straus
Mrs. Wm. H. Taft	Richard Le Gallienne
Theodore Roosevelt	Edith R. McCormick
Rabindranath Tagore	Agnes and Edgerton Castle
Wu Ting Fang	Princess Eulalia
John Galsworthy	Mrs. Frederick Schoff
Robert Hichens	Alice Brown
Kate Jordan	Gertrude Atherton
Hon. John J. Freschi	Ellen Terry
William Hard	Ernest Poole
J. Ogden Armour	William J. Locke

Only a few of these are professional writers. The others wished for the understanding or support of our readers.

The Butterick Publishing Company

BUTTERICK BUILDING

Chicago

NEW YORK

Boston

SUBSTANTIAL?

Is a publication whose subscription receipts exceed its advertising receipts a substantial one?

The Gentlewoman TWO MILLION A MONTH

Every copy going to an unexpired subscriber living in the small towns or on the farms.

\$53,411.42 This is the amount of money by which the subscription receipts exceeded the advertising receipts of **THE GENTLEWOMAN** during the past five months. Understand, \$53,411.42 is *only the excess* of money received from subscriptions over the amount received from advertising during the past five months.

AND

902,101 This is the number of people who paid the full subscription price for **THE GENTLEWOMAN** during the past five months. This substantial record is of interest and practical appeal to every advertiser, as there are few publications in America which can even approach this record.

On this record we are entitled to your advertising

The above figures prove that **THE GENTLEWOMAN** has one of the most substantial subscription lists.

THE GENTLEWOMAN

**W. J. Thompson Co., Inc., Publishers
NEW YORK**

the counter display has an important part in the merchandising of fountain pens. He believes the display is the only way in which the sale of Waterman pens could have been pushed to such tremendous volume.

George S. Parker, of the Parker Pen Company, Janesville, Wisconsin, believes that counter displays are actual necessities in selling his pens. This is due to the fact that as commodities they take up little space. For that reason if they were shown with the dealer's regular stock, they would be lost entirely from view.

Many manufacturers, who realize the value of the counter display, have gone into it heavily. One manufacturer of candy has distributed over 50,000 little counter cases. He has found that it is a costly proposition, but that it is a paying one, if the factor of waste can be overcome.

Sig. Fieux, sales manager of Runkel Brothers, manufacturers of chocolate and cocoa, has had considerable experience with counter displays. Upon being asked what he thought of the proposition in general, he said:

"The proposition is a costly one, as it is useless to give a cheap showcase. And in giving good ones you create a certain amount of waste on account of the salesmen giving dirty and poor-looking stores a case, in order to make a sale.

OTHER GOODS IN THE MANUFACTURER'S SHOW CASE

"We have discontinued this means of advertising for two reasons: First, as we have distributed about 5,000 cases we figured that was sufficient for the present. Second, we found that many of the retailers keep the cases in a very untidy condition and substitute other goods in the same wherever possible.

"The public, therefore, become confused when they see the ad on the case of Runkel's Chocolates, which may make them hungry for the article, and then, on looking further into the case they find it contains chewing gum, or some other article which they do

not care to have. This is a loss to the retailer as well as to us.

"This last condition I believe exists in fifty per cent of the stores, which makes the proposition very expensive. Furthermore, fine stores to-day do not care to have any cases in their places other than their own display cases. The middle-class stores are glad to take a good showcase, but do not always keep the brand of goods in the case that it was originally intended for. The cheaper stores, naturally, have no display to make, the stores being so unkempt that the effect of the display case is practically lost.

"If the salesmen of a concern could be made to see the advertising feature of the showcase as we see it, better results could be expected. But as the salesman only looks upon a proposition of this kind from a sales standpoint, and not from an advertising standpoint, a great deal of the advertising effect is lost.

"There are a great many stores not in our line that offer better advantages for display cases."

Benjamin Akin, of Huyler's, is of the opinion that the first-class druggist will not give up his counter for manufacturers' counter displays. To get around this they have been pointing out to dealers the advantages which lie in the latter's showcases. They are constantly keeping in touch with the dealer, giving him ideas for arrangement of stock in his cases with displays properly placed on top of the case.

Mr. Akin has been supplying retail grocers with racks large enough conspicuously to display to advantage Huyler's products.

"In our dealings with the retail grocer," he said, "we have had exceptional success with a rack which we put out and which contains a small lot of our cocoa and chocolate. These racks are very plain and simple, but are well built, strong and contain just enough stock to give the dealer an idea as to whether or not it will pay him to put in a larger stock. We have found these racks in some localities to be the means

of increasing our sales; while in other localities the dealer seemed to have an inherent dislike for display racks; consequently, we, along with others, have suffered.

"I am personally of the opinion that the druggist to-day is surfeited with display cases of one sort and another, while the grocery field has not been as thoroughly worked, or opportunities measured as carefully as they should be."

STRONG DISPLAYS IN MEN'S STORES

On the other hand in hardware and men's furnishing stores, one will find that the counter display is a part of the retailer's fixtures. The investigator saw as many as five different counter displays of well-known advertised brands in one of the most exclusive shops in the Wall Street section of New York. Sealpackerchief handkerchiefs, Ingersoll watches, Ever-Ready razors and Paris garters are displayed in most of the leading men's furnishing shops.

The hardware field is probably the most lucrative of them all. From interviews with the retailers, they all favor the counter displays and gladly accept them. This is due to the fact that many commodities in the hardware store are bought upon impulse. The dealer is aware of this situation, and realizes the necessity of the counter display. Many of the fine-tool manufacturers realize that in order to have the purchaser appreciate quality they must display the tools in an artistic manner. The L. S. Starrett Company, Athol, Mass., makes a fine display which it sends to the dealers. In order that the dealer may avail himself of this display, it is necessary for him to buy an assorted outfit amounting to \$125. The company makes up several styles of cases—some are placed around the post in the store, others are hung on the wall. Other cases have drawers to hold surplus stock.

E. F. Wing, treasurer of the company, says:

"We believe thoroughly in the value of these displays. We have some 3,500 of these cases in the hands of dealers in this country

and Europe. From this number in the hands of the dealers you can plainly see the attitude of the dealer toward them."

Another manufacturer of hardware and tools says that the dealer who will not accept a counter display is an exception to the rule. "But," he continued, "displays must be constructed in such a manner as to add to the appearance of the store, and must be not too large and bulky."

Manufacturers are at liberty to draw their own conclusions from the data given. A few general conclusions may, however, be drawn. In order to secure representation, a counter display should fulfil the following conditions:

1. It should be *distinctive*, so that the dealer will feel that it will add something to his store.
2. It must feature goods which the dealer really wants to sell, i.e., goods which afford him a good margin of profit.
3. It must be presented as a means to help him *sell* more goods; not as a bait to get him to *buy* more.

Trading Stamp Legislation in Pennsylvania

The trading stamp business would be materially affected in Pennsylvania should a bill passed by the House of Representatives last week become a law. It is known as the Walton Bill, having been presented by Representative Walton, of Lawrence County. The vote was 146 votes to 17. The bill calls for a tax of \$1,000 a year upon every trading stamp company and a tax of \$150 a year upon all retail merchants using such stamps. A firm or corporation wishing to run an independent trading stamp business would be taxed \$1,000 for each place of business operated. This would cover retail grocery and cigar store enterprises which have such a scheme in operation at this time.

One-fourth of the revenue would go to the State and the remainder to the counties for road and bridge purposes. Mr. Walton said the bill had the backing of the Retail Merchants' Association of Pennsylvania, with a membership of 10,000.

Substitute for Mustard Plasters in Canada

"Mustoline," a substitute for mustard plasters, is being advertised extensively in Canadian newspapers and magazines. Two-column advertisements one hundred lines in depth have been used with considerable illustrating.

Wanted—Keyed Advertisements

If you have a consumer proposition which can be keyed so as to make or help make your sales—and also to show what mediums bring you your sales—put your advertising in Leslie's.

Four out of five advertisements in Leslie's are keyed advertisements; and most of them have been in Leslie's many times before. They wouldn't be there but for Leslie's rather remarkable "ability to produce more—per dollar of advertising cost—than the majority of good publications on almost any list."

Automobiles, billiard tables, bonds, books, clothing, cutlery, correspondence schools, food products, furniture, insurance, jewelry, motors, motorboats and motorcycles, office supplies, pianos, schools, sporting goods, stocks, tobacco, toilet articles, travel, typewriters, watches—these, and many more, are being successfully advertised (keyed) in Leslie's.

When advertisers key their advertising in Leslie's they automatically become permanent advertisers.

350,000 (at least 95% net paid) guaranteed, with Audit Bureau proof. Actual editions are now 415,000

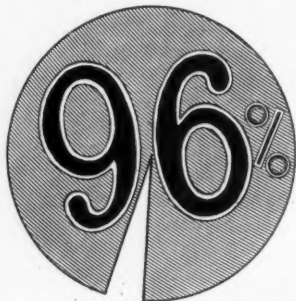
LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's
Illustrated Weekly Newspaper

Boston

New York

Chicago



Ninety-six out of Every Hundred Copies Put on the News Stand Were Sold—

that is the record of Popular Mechanics Magazine for January, 1915. To the advertiser the percentage of returns means more than good management. It signifies reader interest; natural circulation of the worth-while sort.

We offer no premiums; do not join in "clubbing offers" and employ no subscription solicitors.

Here are the Figures:

Total circulation.....	402,246
News Stand delivery.....	339,500
Unsold returns.....	15,219
Percentage of returns.....	4%
Yearly subscribers paid in advance	61,327
Unsold returns and overage sent out as sample copies.	16,638
Paid circulation.....	385,608
Total circulation.....	402,246

POPULAR MECHANICS

MAGAZINE

WRITTEN SO YOU CAN UNDERSTAND IT

6 North Michigan Ave., Chicago

"Ten-dollar Copy" In Five-thousand-dollar Space

An Advertising Story With a Moral

By W. Livingston Larned

PRETTY nigh everybody "in the know" is willing to concede that Advertising Art has boomed merrily ahead in quality, improving and dignifying its own specific field, until the commercial draughtsman is even spoken to on the street and allowed to mix with human beings, on a basis of mild, humanized toleration.

Time was, believe us, when a man who stooped to making line reproductions of farm machinery and pill bottles, was looked upon with suspicion by his brother-artisans. They whispered things about him. "Yes," they would snicker, "that's Smith! He was caught making an illustration for Ivory Soap last Thursday! Sad case! Of course we can't associate with him after this."

Through some mysterious process of reasoning, decent, self-respecting illustrators saw sin and degradation in the advertising picture. There were clannish meetings, once a week, when, if the party of the first part was found guilty of having contaminated his genius by drawing a lady holding a cake of Peter's Chocolate or an O-Cedar Mop, excommunication followed.

But the Advertiser himself has been partially, if not wholly responsible for this. Mr. Advertiser has had precious little patience with bills for "Art Work." Items such as cuts, electros, typography, press-proofs in hundred lots, copy, etc., have seemed aggravatingly unimportant. Mr. Advertiser, fresh-picked and still unaccustomed to seeing his wares spread on paper to the four quarters of the civilized globe, has a brand of private and personal "reasoning," all his own, equally incomprehensible to the expert.

One big, overwhelming fact looms paramount: he has just O.K.'d a bill for five thousand dol-

lars for some white space in a certain publication. It's a lot of money—a whopping, whale of a gol-dinged lot of money! What goes in there and how arranged for, are insignificant details. That's up to whoever is "handling the account."

You see, he feels that his responsibility has ended! He will pay a small fee for "Service," gulping as he signs the check, but that five thousand dollars for "white space" has been nine-tenths of the little personal battle.

It isn't fair to blame this New Advertiser. The "processes" of Advertising are still a punky, bamboozling enigma to him. Five years before, the fake proprietor of a fake theatrical programme had gouged him to the tune of thirty-six dollars and twenty cents for a half-tone plate of something or other that had really cost nine, and ever since Mr. Advertiser had been gun-shy.

UP-HILL WORK THIS, GETTING GOOD ART WORK USED

Few of us realize the mental effort and physical energy necessary to "educate" the "New Advertiser" in the matter of his magazine and newspaper art. Pulling teeth, by comparison, is a mild little parlor game. The trained Advertising man—the Agency chap, who has been all through it and *knows*—should be tendered a van-load of bay-leaves for his untiring struggles. He is perfectly aware of that "weakness" on the part of his client. He also realizes that it is silly economy to pay five thousand dollars for a page in a publication and fill it with Ten-Cent-store "copy." Being a man of discernment, he knows that what goes *into* the page is of some consequence, after all. The price paid for so many square inches of white paper has nothing to do with

"results." He will even go so far as to tell you that as much care should be taken in selecting quality copy as in selecting quality circulation. That's the sort of a mild, lovable, gullible, easy-going Optimist the trained advertising man is.

To secure an "O.K." on a five-thousand-dollar page is comparatively easy. The New Advertiser holds tightly to the fly-leaf of his desk, as he goes 'round the corner, and when the check is directly in front of him—signs it, before he loses heart. But say—oh, say!—a month later, when the agency sends in a bill for seven dollars and seventy-five cents for a pen drawing of the factory by moonlight, that is worth one hundred and fifty, the difference having been paid by the Agency itself to keep peace in the family, Mr. Advertiser slips his desk moorings and goes right on up through the ceiling into the assembling-room of his factory, touching only a few of the high spots on the way as he goes.

"What's that seven, seventy-five for?" he demands, eyeing the Agent with marked suspicion.

"The picture we used in that last ad," murmurs the Agent, growing quite red, and swallowing the whole end of his cigar.

"Do you mean to say you charge that much for a dinky little picture of a factory?" sputters Mr. Advertiser. The Agent attempts to explain. By the way, did you ever try to explain to a rank, novice *why* a piece of Advertising Art costs thus and so? There is no more exciting indoor sport than putting the green-horn "wise" to the docile and thoroughly essential Air-brush. You may start out with some self-assurance, but it soon disappears. Your explanations begin to sound foolish. They sound that way to you, yourself.

"Yes, Sir, first the photograph is wiped off with a preparation to remove the high polish and prevent the paint from 'crawling.' Then you cover the part that isn't to be air-brushed—that is—the part where the—or, as we should say, that which will not be covered

by paint, with what is known as frisket-paper. Now fri—"

By this time the Advertiser is looking you over with calm, dispassionate, all-seeing eyes. They bore down into your very conscience until you question your own sincerity. "Am I really telling this man the truth?" you inquire. "Of course I am," you snort back angrily to yourself.

"Well, go on," remarks the Advertiser.

"It's just this way," you start off bravely. "an air-brush is a big thing—a-ma-bob or whatcha-callit, full of gas, and when you turn on a little jigger, it causes compressed air to squeeze out, which, in turn, going through a needle—"

"That wasn't part of the contract, Mr. Jones," says the Advertiser explosively, and with much the special emphasis secured by an engineer's whistle as he rounds a long and dangerous curve, "all of these things you speak of are beside the point. I understand about this picture business—all you've got to do is take a photograph and put it right in the magazine. If you did it any other way it was a waste of money, Sir."

But you insist and per-sist.

EXPLAINING IT TO THE ADVERTISER

"Plates must be made from the original—" you stammer, trying a new tack.

"Plates, plates!" ejaculates the Advertiser.

"You don't know what a *plate* is?"

"Something you eat out of," remarks the bland manufacturer of patent egg-beaters.

You smile, desolately, forlornly. "It must be understood," you continue, "that we can't hand a photographic print over to the magazine and let it go at that. A half-tone plate is necessary. You see—the process is rather complex. First, after the original has been highly retouched and put in shape for reproduction, it is given to the engraver with instructions as to size, screen, etc. He makes a negative of it, yes—yes, under an intensely bright light—special light for the purpose. Then this neg-

active is treated and treated some more and transferred to metal, the light passing through the negative and making a faithful fac-simile upon the copper. Dusting this over with Dragon's Blood, it is put in a tub and rocked until the acids—"

The advertiser can stand the strain no longer.

Leading you slowly but surely over to the window, from whence a dusty, smoke-encircled view of the vast acreage of factory buildings may be seen, he points to them with one hand and puts the other tenderly upon your shoulder.

"I'm too old a man to be joshed, young fellow," he says, in a kindly tone, "because I've spent the better share of my life in this little town manufacturing tinware and egg-beaters, is not sufficient reason for you to assume that you can 'kid' me with impunity. Let's get down to sense, my boy, let's get down to sense!"

You realize the helplessness of your position more and more. You are mired up to your ears and the breathing is not as good as it might be. You are conscious of a sense of depression and loneliness. And the little, short, thick-set man with the firm chin is looking at you all the while.

"Between each washing in the chemicals of the tub," you stumble on feebly, and with increasing difficulty, "the plate is removed and re-dusted with the red powder. Once this rocking was done by hand, but now—"

"Yes, I get you," grins the Advertiser, "the Engraver's Union insists that it rock itself. My boy, I know a newspaper picture cut or a magazine jigger when I see it. We have a boxfull in the office that were used for our catalogue. They're square things with wood on them, but you can't tell me that Dragon's Blood and wash-tubs and poison were used to manufacture them. You city fellows *do* like to con us old fogies along. Tell Hinkley to put that art bill under my nose again when I'm asleep."

In desperation, the bill is paid by you or is all split up into little bits and absorbed by others. But

it is no exaggeration to state that years are required to make Mr. Advertiser fully and seriously appreciate the monumental task attached to the A-No. 1 production of a fine piece of Advertising Art, plates, etc. He simply *can't* understand. He associates art and artists with all that is inconsequential and of thin air. They are not real elements at all. They exist only in a sort of spiritual, ghost-like, spookily impudent way. His brother's sister's nephew once painted a picture of a ship at sea, but he couldn't sell it. *He* was an artist.

NOW HE SEES WITH HIS OWN EYES

It is not until you poke a half-tone etching under his nose, point out the hair lines and mesh and screen of it beneath the enlarging glass, remind him that each time the big press revolves and the ink-rollers swing into place the highly polished but intensely practical surface receives a coat of ink and in turn, pressing down upon white paper, leaves its imprint—that Mr. Advertiser rubs his eyes and puckers up his mouth and says: "Oh! oh! Yes! Well!—*Isn't* that wonderful. I had no idea it was so complicated!"

It is only when you have permitted him to look over the shoulder of your professional retoucher, and actually watch the slow, tedious, painstaking processes of making *poor* copy *possible* for reproduction—*watch* backgrounds "stopped-out" by "blowing" them with white—watch "frisket" being cut into the tiniest and most ingenious shapes imaginable, highlights introduced in "dead" places and—and—all this—it's only when Mr. Advertiser sees with his own eyes that he O.K.'s that art bill with frank cheerfulness.

Nobody is to blame for this state of affairs. It is scarcely within reason that persons "new to the game" should sympathizingly understand draughtsmanship and engraving and their manifold complex ramifications. These problems must be explained at length. The buying of five thousand dollars' worth of neat white space in a publication of international fame

and importance is more easily assimilated. *That* is a tangible, seeable piece of prestige. The Advertiser's friends and business associates and relatives swoop suavely down upon him and remark: "Ah, see you have a full page in *The Weekly Saturday Host*. Great stuff! Why, say, you are right in with the big national manufacturers now, aren't you, Jim?" Whereupon Jim begins to fill out like a big, red circus balloon, until he strains at his own watch-chain.

AN AGENCY PERSUADES THE ADVERTISER

Only the other day there came to our attention a very picturesque example of one Agency's loyal fight for better, higher-priced and, consequently, more efficient Advertising Art. At the inception of a large campaign, during the course of which ten full pages were to be used, this Agency prepared one piece of copy. The drawing was billed at one hundred dollars.

Mr. Advertiser wouldn't stand for it. Cost was too high entirely! All out of reason! He had never paid anywhere *near* that much during his twenty-two years in business. The matter would not even be discussed. Drawings could cost only a certain sum—and that sum was pretty thin-waisted and with a bad cough.

The gentleman handling the account was a born tactician. On a specified date the Advertiser was due at the office to look over the set of drawings for the campaign. They were in preliminary form and hung up around the wall for inspection.

Mr. Advertiser looked them over carefully, nodding his head. Yes, they seemed to be all right as far as he could see, apart from a few minor technical details, easily corrected. Suddenly he bumped into a sketch for a full page, far down at the end of the office. It was not on the wall, however. It had been leaning up against the partition, partially concealed.

The moment Mr. Advertiser glimpsed it, he noted that it was

for a product almost the same as his own. But this drawing was wonderfully clever. It had "class" written all over it. Every line had been studied. Every bit of detail was exactly as it *should* be. The design had obviously been prepared by a man who knew his business and took a pride in it.

Mr. Advertiser's eyes glistened. "This—this is *beautiful*," he exclaimed.

"Yes, rather swagger," said the Agency man, casually.

"Who for?"

"Oh, a competitor of yours. We made it up through error. That was when we decided not to accept the conflicting account. They use fine stuff out there in the way of illustrations—nothing better to be had."

Mr. Advertiser fumed and fussed. He walked to the other end of the room, puffing away savagely at his cigar. Then he came back to the design, cocked it up where he could look at it from all angles and frowned.

"Why can't *we* have something like that?" he demanded, "it's better than those pencil sketches over there?"

"Yes, considerably better."

"Then why in heck can't *we* have a series like it?"

"You can't afford the price."

"Like fun I can't," stormed Mr. Advertiser, tossing his cigar away. "You see that this same man draws up our series. We'll sidetrack this other junk. Give me drawings like *that* one and—how much'll they cost me?"

"About a hundred."

"Get 'em quick, son."

And from that day to this, the Agency has had no trouble over art bills!

N. Y. Trade Press Announce Interesting Programme

"How to Advertise Advertising" is the subject to be discussed at the April dinner of the New York Trade Press Association, to be held to-morrow evening. The speakers will be A. C. G. Hammesfahr, advertising manager of *Collier's*; H. E. Cleland, advertising manager of the Hill Publishing Company, and J. M. McKay, office manager of David Williams Company.

"Constant excellence of product—the highest type of competition"

For every good
printing job specify

Warren's

Coated Printing Papers

Cameo—Dull Coated—Silkote—Dullo—Enamel
Lustro—Fine Glossy—Cumberland—Glossy
Printone—Imitation Coated

To know that years ago the Warren Mills made the first coated paper produced in the United States is interesting enough. To know that the Warren Mills today make the best coated paper produced in the United States is a whole lot more than interesting. Take Cameo, for instance, the rich, deep, velvety paper, invented and brought out in these very mills. Opening as it does such remarkable new possibilities for beauty in half-tone work, it has given an amazing impetus to the printing art of America. Each one of the other standardized Warren papers has a field as unique. You ought to know more about them. Our special portfolio of specimen sheets and jobs—sent free for the asking—will show you why.



S. D. Warren & Co. 163 Devonshire Street
Boston, Mass.
Manufacturers of **STANDARDS** in Coated and Uncoated
Printing Papers

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

THE AYER & SON ADVERTISEMENT

(Continued)

supplied the needs of an ever-widening territory until the Simmons Hardware Company became the great predominating national distributor in its lines.

The Simmons Hardware Company was known in the trade as the premier hardware organization long before it started to advertise.

With its usual forethought this concern began, about ten years ago, to standardize under one name a mark to cover all good tools. To-day Keen Kutter tools are known wherever tools are used. The carpenter, the man in his own home who repairs a table, the farmer in the field, each knows about Keen Kutter tools.

At the other end of Missouri, Kansas City raises its hum, as different from St. Louis as can be. A boom city to start with, she has justified the original rush and has push and punch thrilling her every fiber. There is probably no parallel in the history of American development—not even excepting Chicago—of how a city can be built up from nothing. Typical of its industries is the Kansas City factory of the National Biscuit Company. When the cornerstone of this magnificent building was laid, President Green, of the National Biscuit Company, said: "This building represents a million-dollar investment, entirely free from mortgage, yet I would rather see it go up in flames to-night than to have any one steal a letter out of 'Uneeda Biscuit.'"

St. Louis and Kansas City are the "Gateways to the great Southwest." They are two of the leading railroad centers of the United States.

St. Louis and Kansas City are the greatest manufacturing towns west of the Mississippi. St. Louis, the fourth city in the United States, is the second largest shoe manufacturing center in this country. It is the world's greatest manufacturer of street and railroad cars. While not nationally known, Faust Brand of Macaroni,

Spaghetti and Noodles made by Maull Bros., St. Louis, represents the biggest package business of its kind in the United States. Listerine—the nationally known antiseptic for the toilet of the mouth—was suggested to a St. Louis chemist by the work of Lord Lister. The Lambert Pharmacal Company, which makes and markets Listerine, has pushed it so successfully that to-day Listerine has no serious rival.

Kansas City is noted particularly for its meat packing industries. As a mark of the city's growth the value of its factory products increased 50 per cent. from 1900 to 1905 and another 50 per cent. from 1905 to 1910, the last national census.

But, important as these cities are in manufacturing, their greatest success lies in the wonderful organizations which their merchants have developed and perfected for the assembling and distribution of merchandising.

While St. Louis is a big shoe manufacturing center, she has developed a marvelous situation in the exploitation of shoes. She is the foremost shoe distributing market in the world, and even controls the master jobbing system for many Eastern shoe houses.

St. Louis is the largest primary fur market in the world. Boston alone surpasses her as a wool market. She is the world's greatest interior cotton market. What is probably the largest work-shirt business in the world is owned by a St. Louis jobbing house. What will some day be to the candy trade what the National Biscuit Company is to the baking business is controlled by St. Louis interests.

St. Louis is as serious a rival to Philadelphia hat houses as she is to Boston shoe houses. Not even Chicago has such an array of hat jobbers. Her wholesale dry goods houses are competitors that Chicago has to reckon with. St. Louis millinery houses of national prestige almost control the business of the entire Southwest.

(Continued on page 51)

THE AYER & SON ADVERTISEMENT

(Continued)

The whole distributive system of twenty-five important lines of merchandise for the great and growing Southwest is dependent upon St. Louis and Kansas City.

Missouri has two of the four United States Army remount stations—St. Louis and Kansas City.

As a mule market Missouri has no rival. The American output of cobalt and nickel, while small in comparison with the imported product, is derived almost exclusively from Missouri. More than one-half the zinc mined in the United States comes from Missouri.

The reputations of Missouri's schools are not as great as they deserve to be. Missouri's schools have not advertised as extensively as they might. These should have a greater attendance of students from other States than the South and Southwest. They should break down the barriers of sectionalism and advertise nationally. Virginia, a southern State, boasts a military school that by strong publicity has gathered students from "forty-five States, territories or foreign countries."

The public and even educators will read with interest that Washington University, St. Louis, has a larger endowment than Princeton, Johns Hopkins or Massachusetts Institute of Technology; an endowment exceeded by only eight other educational institutions. With magnificent buildings and equipment and a strategic location nearer the center of population than any other university equally equipped, with one exception, this university has no great national prestige and is excelled in student body by fifty colleges and universities and by thirty in total income, despite its enormous endowment.

St. Louis and Kansas City, and

therefore Missouri, have always been pretty well able to take care of themselves. From this naturally grew a well-nourished "home industry" idea.

But there is a new national note of business interdependence and expansion in the air. Cities and businesses are becoming more and more national in their character and scope. To nationalize you must get the national point of view. You must get things into national circulation. The way to get things into national circulation is to seek outside co-operation.

Some day some big St. Louis shoe house is going to more fully appreciate its opportunity for national sales and will realize the necessity for advertising in a manner commensurate with its great possibilities.

When that "some day" comes, this St. Louis shoe house will feel the importance to the carrying through of its broader plans of employing an agency with a national breadth of vision and with the perspective of years.

Some day the National Candy Company will conclude that its hopes and possibilities may perhaps be more quickly realized if guided by the experience of a national advertising agency.

We believe many Missouri and St. Louis and Kansas City firms are even now considering the steps to take to make "some day" into present tense.

As advertising counselors for business men who make practically everything from crackers to grand pianos and sell them in every State in this nation, through the medium of practically every publication printed in this land, we feel we have at our disposal information and experience that is nation-wide in its expanse and in its value.

N. W. AYER & SON
PHILADELPHIA
NEW YORK BOSTON CHICAGO



THURSDAY APRIL 29TH

advertising forms close for the big
May issue of the

New York City Telephone Book

This issue of **800,000** copies, that will be
consulted over **two million times**
every day, goes to all telephone subscrib-
ers in New York City and 85 suburban
communities.

It presents advantages of persistent and
profitable publicity for your product that
you should know about **now**.

May we send a representative
today?

New York Telephone Company

Directory Advertising Dept.
TELEPHONE, CORTLANDT 12000

25 DEY STREET - NEW YORK CITY



Tire Dealers' Associations to Correct Trade Conditions

THE Goodyear Tire & Rubber Company has been arranging in various cities meetings of automobile and tire dealers, for the purpose of bringing the dealers together on a friendly basis for the discussion of trade conditions. It is the belief of the company that certain trade abuses may be eliminated in this manner. One of the district managers points out that the tire and automobile business is now afflicted with infantile disorders which the hardware, grocery and other established lines have to an extent outgrown.

In one large city a comparison of the present list of tire dealers with a list made a year ago shows that 37 per cent of the dealers have gone out of business. Some have simply dropped out, while others have failed. A similar condition exists in many other cities, and loose methods of doing business are largely responsible.

One of the first steps which the Goodyear company recommends is the establishment of a credit bureau to which all of the dealers will contribute information and from which any of them may secure advice when needed. Other subjects discussed by the dealers embrace the sale of used cars, the question of service to users, etc. The district manager referred to above states that, while no attempt is made by his company to establish retail prices at these dealers' meetings, the question of price-cutting is usually discussed, and in several instances the dealers' associations have urged the adoption of national legislation that would make uniform retail prices a possibility.

Ralston With "Department Store"

James G. Ralston has joined the advertising staff of "The Department Store," published by the De Luxe Publishing Company, New York. He was formerly associated with the *Outing Magazine* and *Brooklyn Life*.

Formulating Programme for Chicago Convention

Recently a joint meeting of the National Programme Committee and the Chicago Convention Committee was held and details of the plans for the forthcoming convention were discussed.

Twenty-five acceptances from speakers have been received to deliver lay sermons on Sunday, June 20, in the Chicago churches. At the afternoon meeting that day it is hoped President Wilson will deliver an address. Other persons in the public eye whom it is hoped to secure as speakers during the convention are Dean Vincent, of the University of Minnesota, Elihu Root and President Fahey, of the National Chamber of Commerce.

Monday will be largely devoted to organizing and on Tuesday the department and conference sessions will get under way. Thursday there will be general business sessions, and in the evening the final meeting will occur, largely of an inspirational nature.

Features of a recreational nature include the night pageant on Monday, boat rides and two performances of the "Frolix Show," a theatrical jollification being arranged by advertising men of Chicago.

Joins Force of "Modern Priscilla"

Arthur B. Hitchcock has been appointed service representative of *The Modern Priscilla*, Boston, and will devote his time primarily to the New England field. Mr. Hitchcock has been with the Boston agency of the Walter C. Lewis Company for the past five years, and previously was with the *Ladies' Home Journal* and *Saturday Evening Post* for eleven years and with the *Youth's Companion* for 14 years.

Kress With "Lighting Journal"

H. H. Kress has been appointed business manager of the *Lighting Journal*, New York. For the past five years he has had charge of the advertising department of the Jeffrey Manufacturing Company, Columbus, Ohio, and before that he was advertising manager for the A. S. Cameron Steam Pump Works.

Joins De Laval

Thomas F. Willoughby, formerly of the advertising departments of the International Harvester Company of Chicago, and the Rumely Company, of La Porte, Indiana, has joined the De Laval Separator Company as a copy writer.

Joins Auto Company as Advertising Manager

William L. Burgess, formerly of the Firestone Tire & Rubber Company, Akron, O., has been appointed sales and advertising manager of the Dorris Motor Car Company, St. Louis.

"Nothing Succeeds

During a period when nearly a generation

THE NEW YORK

has made the most remarkable progress in the history of the

HERE ARE THE

CIRCULATION

	1915.	1914.
January	178,054	141,144
February	170,779	138,678
March	175,014	146,602
<hr/>		
Average for year ending March 31, 1915.....		183,429
Average for year ending March 31, 1914.....		146,669
Gain		36,760

REASONS

1. The production of a newspaper which more and more people of the middle class want.
2. Serious and persistent effort to create confidence in the good faith and reliability of such advertising as is printed.

Member of the Audit

Chicago
Tribune Bldg.

O'MARA &
Special

Success Like Success"

General business has languished

NEW YORK GLOBE

One hundred and twenty-one years of its history

THE FIGURES

ADVERTISING

	1915.	1914.
January	407,993 lines	372,407
February	336,541 lines	299,368
March	498,895 lines	364,938
	<u>1,243,429</u>	<u>1,036,713</u>

A gain of **206,716** lines—which stands ahead of all other newspapers, morning or evening.

WHY

3. Wonderful results to advertisers which are proved just as definitely as our circulation figures.
4. The fairest schedule of advertising rates for all classes of advertisers.

Bureau of Circulations

ORMSBEE, Incorporated
Representatives

New York
Brunswick Bldg.

The Kansas City Star Continues to Grow

Following is a record of The Kansas City Star's circulation according to its five statements to the United States Government since the passage of the Newspaper Act, August 24, 1912:

	Morning	Evening and Sunday	Weekly
Oct. 1, 1912—	176,191	179,772	274,452
Apr. 1, 1913—	177,117	179,065	287,734
Oct. 1, 1913—	174,849	178,679	291,442
Apr. 1, 1914—	181,801	184,170	308,292
Oct. 1, 1914—	194,037	198,080	326,901
Apr. 1, 1915—	198,910	202,715	331,931

No other newspaper anywhere covers the city and community in which it is published so thoroughly. The Kansas City Star offers advertisers a lower rate per thousand copies than any other newspaper in the United States.

What Is a "Paid Subscriber"?

Comment by Prominent Advertisers on the Definition Given by the New York Supreme Court

THE decision of the Appellate Division of the New York Supreme Court in the case of the Cream of Wheat Company vs. the Arthur H. Crist Company, which was published in full in *PRINTERS' INK* for April 1, has caused a good deal of comment among advertisers generally. The court divided upon the definition of the term "paid subscribers," the majority holding that trade custom regarded as a paid subscriber any person who had once paid or had promised to pay, while Justice Woodward dissented in a vigorous opinion. As announced in last week's *PRINTERS' INK*, the Cream of Wheat Company is to take an appeal. The following letters, selected from the great number received by *PRINTERS' INK*, show that advertisers themselves are by no means unanimous as to what may constitute a "paid subscriber":

Advertisers Must Decide for Themselves

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.
April 3, 1915.

Editor of PRINTERS' INK:
It seems to me that Judge Woodward's dissenting opinion, in which he defines a paid subscriber as not merely one who has promised to pay, but one who has actually paid, is perfectly logical.

However, advertisers who use the Audit Bureau of Circulations reports, or the certified accountant's circulation reports which are issued under the direction of the Association of National Advertisers, can readily define for themselves whether the circulation they are buying is paid in the sense that it has been actually remitted for, or is a promise to pay. These reports cover the matter absolutely by showing the percentage of subscriptions in arrears. These figures not only show what proportion of the subscriptions are in arrears, but how far they are in arrears.

It is my understanding of it that in both the A. B. C. and A. N. A. reports a person who has promised to pay is treated as a paid subscriber. This would accord with the decision of the Court in the case above referred to. However, as either of these reports shows the percentage in arrears, they make it perfectly easy for the man who is buying space to differentiate between the two kinds of "paid" subscribers.

L. B. JONES,
Advertising Manager.

Endorses Dissenting Opinion

H. J. HEINZ COMPANY
PITTSBURGH, U. S. A.
April 9, 1915.

Editor of PRINTERS' INK:
Relative to the New York Supreme Court's definition of "Paid Subscribers," as recorded in the April 1st issue of *PRINTERS' INK*, we wish to advise that our understanding of "paid subscribers" falls in line with the opinion expressed by Justice Woodward in the case referred to.

H. J. HEINZ COMPANY,
M. S. ACHENBACH,
Advertising Manager.

Any Payment Within Two Years Is Valid

THE B. V. D. COMPANY
NEW YORK
April 13, 1915.

Editor of PRINTERS' INK:
To our conception, a "paid subscriber" is one who requests that a publication be sent to him and he either pays for it within the year of the subscription or within the year thereafter. That is as broad an interpretation as we would care to accept as to a "paid subscriber"; anything different might indicate that the party was receiving the periodical free, or that he did not have enough interest in it to continue same, or was not entitled to the publication if he would not pay for it. "Paid subscribers" of a different nature we do not believe have sufficient virtue so that the advertiser or publisher can recognize them as valid paid subscribers.

Paid subscribers is a commodity and, under all ordinary rules of trade, no one should be continued as a paid subscriber who does not pay for the publication within a reasonable length of time.

THE B. V. D. COMPANY,
ABRAHAM ERLANGER,
President.

Still an Open Question

NATIONAL LEAD COMPANY
NEW YORK
April 2, 1915.

Editor of PRINTERS' INK:
It seems to me that the Court's decision in the Cream of Wheat case cited on page 45 of *PRINTERS' INK* for April 1st is more interesting than significant. As it was pointed out by the justices, the only question involved was the interpretation placed upon the expression "paid circulation" by this particular contract. What is considered as paid circulation, and what we ought to fairly agree upon as paid circulation, is still just as much an open question as it ever was. One of the greatest advantages of

such movements as that started by the Association of National Advertisers for universal and uniform audits of circulation—the movement well crystallized by the Audit Bureau of Circulations—is the assurance that it gives of general agreement upon the definitions of vital terms. It really does not make much difference what definition we agree upon for these terms; it is the fact that we agree that is important. When the terms mean the same thing to all of us, then we can make our comparisons justly and intelligently.

O. C. HARN.

"Paid" Means "Prepaid"

RUMFORD CHEMICAL WORKS
PROVIDENCE, R. I.

April 10, 1915.

Editor of PRINTERS' INK:

I have read the decision of the New York Supreme Court in the Cream of Wheat case with a great deal of interest.

My understanding of what constitutes a paid subscriber is one who has prepaid for the publication he is receiving. If I place an order with the publication, for insertions to begin, say, with the January issue, and the publisher claims a paid circulation of 10,000, my understanding would be that he had received payment for approximately that number.

I feel that the publisher who continues to send his publication to names who have not paid for it, particularly when payments have not been made for several years, has but one motive in mind and that is to fleece the advertiser.

E. L. RICH.

Post Office Regulation Affords Safe Middle Ground

RESINOL CHEMICAL COMPANY
BALTIMORE, MD.

April 2, 1915.

Editor of PRINTERS' INK:

The decision of the New York Supreme Court in the Cream of Wheat case I read with greatest care.

Deciding the case strictly on its individual merits, as it was forced to do, I think the Court was right. This decision was based, however, on the fact that Mr. Mapes had been party to a definition of "paid subscriber," which seems to cover the lists of *American Motherhood*. This condition would obtain but rarely, and it seems to me that the decision is therefore not an important precedent.

In a case where this unusual factor were not involved, I think Mr. Woodward's dissenting opinion would be correct, and it shows remarkable insight into circulation values from the advertiser's view-point. But does not the Post-Office Department suggest a standard of "paid subscriber" which would even better meet the average case in its provision that a publication may send only twelve issues (whether daily, weekly or monthly) to an expired subscriber? (I presume that copies sent beyond that time would have to be part

of the publication's allowance of free samples.)

To accept as "paid subscriptions" all circulation within this twelve-issue allowance might not satisfy the most exacting—and personally I believe that these excess copies are of comparatively little average value to the advertiser—yet it does provide a ready-made middle ground upon which most publishers and advertisers could meet.

GRAFTON B. PERKINS,
Advertising Manager.

Contracts Should Be Made Specific

FOSTER-MILBURN COMPANY
BUFFALO, N. Y.

April 5, 1915.

Editor of PRINTERS' INK:

We have read with great interest the decision of the Appellate Division of the Supreme Court, Third Department, in the suit of the Cream of Wheat Company.

We are inclined to agree with the dissenting opinion of Justice Woodward, who often sits in Buffalo, and whom we know to be a good lawyer and a judge whose decisions always command respect.

It seems from the tendency of the times as reflected in up-to-date contracts, in the attitude of the Post-Office Department in regard to sample copies and unpaid subscriptions, and in the definitions given circulations by advertisers who are weighing these questions carefully, that circulation of the sort brought into question in this suit is not considered to be of the same value as the circulation to people who are paying for the newspaper or magazine and, therefore, looking forward to the receipt of the publication and reading it with interest. If such circulation is not of equal value with real paid circulation it should not command the same rate.

Inasmuch as the decision of the Appellate Court, however, is made upon the wording only of the contract at issue in the suit we cannot see that it lays down any definite or settled principle as to what circulation is, and it still remains necessary for each individual advertiser to frame his contracts in such words that there can be no question of construction or interpretation.

FOSTER-MILBURN COMPANY,
CARL J. BALLIETT, Asst. Treas.

Harvey Thomas Succeeds Baright

Harvey Thomas has been placed in charge of the advertising of the Prudential Insurance Company, succeeding George F. Baright, who resigned last month. Mr. Thomas has been publicity manager and supervisor of the advertising department of the company for almost a year.

Max Block has joined the staff of the Jos. Ellner Company, New York, to take charge of the merchandising of confectionery specialties.

Los Angeles Examiner

*Audit Reports of Audit Bureau of
Circulations show net paid cir-
culation of*

	WEEK DAYS	SUNDAY
Los Angeles Examiner	63,575	143,683
Second Morning Newspaper	56,600	84,952

The EXAMINER leads all Los Angeles news-
papers in volume of advertising of

Automobiles	Men's Clothing
Cloaks and Suits	Millinery
Furniture and	Pianos and Musi-
Carpets	cal Instruments
Groceries and	Proprietary and
Provisions	Drugs
National Advertisers	

The EXAMINER sells at 5c per copy, and
has the largest carrier, home-delivered
circulation in Los Angeles and Southern
California.

In Circulation, Prestige, and Returns to
Advertisers, it is

*"The Great Newspaper
of the Great Southwest"*

M. D. HUNTON,
Eastern Representative,
220 Fifth Ave., N. Y.

W. H. WILSON,
Western Representative,
Hearst Bldg., Chicago

Betting At Lloyd's Is The War Will Be

WHETHER it does or not, many of the inhabitants of the globe will keep right on eating, using cotton goods and doing a few simple things like that. So everything the American farmer raises will continue to sell at good prices.

Display---\$4 an agate line
(Big space at a proportionate

AT these low rates you can get to COMFORT'S folks at a time when money is unusually plentiful.

After a brief vacation Prosperity is coming back for a long stay.

Northern farmers have been buying automobiles since the war started. Southern farmers had a harder time at first. But cotton, their big money crop, has now reached a fair price.

W. H. GANNETT,

AUGUST, 1918

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

Is Now Even Money Will Be By September First

YOU CAN reach over a million of these farm families through COMFORT. In June, July and August you can use the magazine (with its guaranteed circulation of 1,250,000) at the reduced summer rate of:

line Classified---\$3 an agate line
(reduction from the regular rate)

PLANTERS are marketing slowly and the demand is proving equal to the absorption of all cotton offered. There will be ready money and lots of it in the country districts of the North and South this summer.

Prospects are good for getting paying business among COMFORT'S subscribers right through June, July and August. How about trying it out at the reduced summer rate?

GANNETT, Publisher, Inc.,

AUGUSTA, MAINE

Flairon Bldg.
Representative

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

The total number of copies ordered from the printer of May 3rd *EVERY WEEK* and May 2nd *Associated Sunday Magazines* exceeds 1,500,000.

We now offer

The Associated Sunday Magazine@ \$3.50 per line
EVERY WEEK—first issue (out May 1st)...@ \$1.50 per line
 Combination rate for both@ \$4.00 per line
 Combination page rate, \$2,500. Half and quarter pages in proportion.

One million, three hundred thousand (1,300,000) combined circulation guaranteed, or rebate pro rata. Rates subject to advance any day.

The rate for a quarter page or larger space figures 26c per line per 100,000.

**Associated
 Sunday Magazines
 and**

EveryWeek
 3¢

The first illustrated 3c. weekly in America

Walter P. Wheeler, Advertising Manager,
 1 Madison Avenue, New York City.

Guy C. Pierce, Western Advertising Manager,
 309 Herald Building, Chicago, Ill.

Irving J. French, Eastern Representative,
 24 Milk Street, Boston, Mass.

What It Costs to Break In New Men

Fitting the Job to the Man Secret
of Low Employment Costs—How
a Chicago Employer Picks Sales-
men by Specifications—Keeping
Down the Percentage of Failures

WHAT does it cost to hire a new employee? J. O. Craig, a Chicago employment agent, introduced as having interviewed many thousand applicants for positions during his career, told the Executives' Club, of Chicago, last Friday that it cost his company \$27. He said that Andrew Carnegie put the cost at \$35, with the average for breaking in salesmen varying from \$300 to \$1,500. Several members seemed to think this figure was too low.

"The cost of breaking in new men can be reduced by employers being more painstaking in selecting men," declared Mr. Craig. "There is too much hiring on impulse; too much dependence on first impressions. First impressions are good, but they ought to be backed up with knowledge.

"It has been our experience that when men are picked according to specification the percentage that fail to make good is much lower than when they are picked according to the cut of the jaw or the shape of the forehead or the man's general appearance. Phrenology is undoubtedly very useful in selecting men, but as yet there is too much uncertainty connected with it to satisfy your hard-headed employer. He prefers to catalogue the qualifications the man must have to fit into his job, and by a man's past accomplishments arrive at his conclusion.

"Right here I might say that the biggest waste of all in connection with hiring men—and this applies to salesmen or bookkeepers, general managers or office boys—is that the person doing the hiring does not make an effort to find out in advance what the future ambitions of the applicant are. It is useless and foolish to

pick an alert, ambitious, and creative man to keep your books. He won't stick. Back in his head he is thinking of his future, and he feels that it is not with you but with another firm. He is ever on the lookout for that firm. He is not in sympathy with his work. He is a bookkeeper, not because he likes it, but by force of circumstances. He has the personality of a salesman, and unless the employer is in a position to advance him ultimately into selling work he ought never to be put to work on books. Don't labor under the delusion that all the men about you must have common characteristics such as 'snap' and 'punch,' because qualities which are an asset in some kinds of workers would be a liability in others. So you must have in mind one type for salesmen, and another type for clerks and another type for copy writers and so on.

DELIBERATE BEFORE DISCHARGING AN EMPLOYEE

"Remember that it will cost you from \$27 to \$1,500 to fire a man, so hesitate before doing so. I believe that there are certain qualities in any man which if brought out can be of use to a business. But it is the duty of the boss to search for these qualities and bring them out. The poor bookkeeper may have just the qualities that make a good salesman, and vice versa. If you have spent a lot of money in training a man in any position it is good business to experiment with him in such departments of your business as seem to fit his ambitions before letting him go.

"Employers of men should not discourage their men from coming into the office and talking over their ambitions and troubles with them. The most successful businesses are those where the whole organization is working at top efficiency, and you can't have such a condition unless every man is interested in his work and sees a future ahead of him. So I say, talk to your men and find out what their future ambitions are. Then do everything you can to

develop them in that direction. Set a goal of their liking for them and watch how they will respond. You can't get the best out of a man who feels that he is only holding down this job until he can get something better.

"For this same reason it is often unwise to employ a man at a smaller salary than he was getting. This is particularly true, I think, among sales organizations. Some sales managers think that if they can get a \$3,000-a-year man to work for \$1,200 they have done something. But they haven't, for that man is dissatisfied at the start, and will seldom develop into a maximum producer, unless there is some unusual chain of circumstances connected with the condition.

"It has been our experience that a man with an anchor, by that I mean a man who has a wife and family, or who is paying off notes on a house, or even a man with a hobby which costs money to keep up, will take his work more seriously and be more sure of making good than the man who is care-free. I think that, other things being equal, men of that type will cost less to break in. But there is no doubt that if employers as a class would only take the time to inquire into the inner ambitions of men, and develop them along the lines of their ambition rather than along the line of his own immediate need, the cost of breaking in new men would be very materially decreased, for there would be fewer to break in."

Sphinx Hears Perkins and Beveridge

The Sphinx Club of New York held its 140th dinner on the evening of April 13th, chose a new set of officers for the ensuing year, and heard George W. Perkins denounce the Sherman law and ex-Senator Albert J. Beveridge predict an undreamed-of advance of democracy—"what we over here understand as Socialism"—after the war, with the United States possibly lagging behind, but not entirely unaffected.

More than 200 members and guests sat down to dinner at the Waldorf-Astoria. At the head table with the guests of the evening were President Henry C. Brown, advertising manager of the Victor Talking Machine Company, and Mark Sullivan, managing editor of *Collier's*.

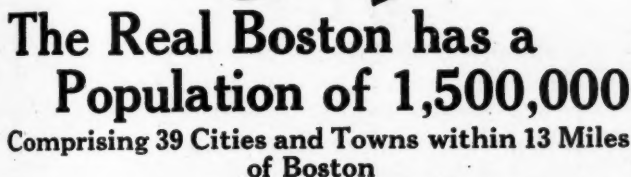
The new officers elected were: President, Preston P. Lynn, business manager of John Wanamaker; vice-presidents, A. C. G. Hammesfahr, advertising manager of *Collier's*; Howard Davis, advertising manager of the New York *American*; Collin Armstrong, of Collin Armstrong, Inc., and Henry C. Brown; secretary, E. D. Gibbs, of the Street Railways Advertising Company; treasurer, R. F. R. Huntsman, advertising manager of the Brooklyn *Standard Union*; executive committee, W. R. Hotchkiss, of the Cheltenham Advertising Service; James O'Flaherty, of the *Harlem Press*; Clarkson Cowl, advertising manager of James A. Hearn & Son; Samuel Moffitt, George Ethridge, Corbett McCarthy, manager of the H. Batterman Company; and J. F. Beale, Jr., advertising manager of Saks & Co.


In his remarks as toastmaster, Mr. Perkins said that the Sherman law had been destructive of legitimate co-operation and had resulted in handicapping to an enormous extent the industry of the United States. The Sherman law was put upon the statute books between two elections, he said, and never was submitted to the people. From that day to this, politicians had misled the public by whispering that it must not be touched; that it is the sacred wish of the people. And meanwhile the politicians have been growing fat and the business men have been growing lean. But the settlement of the question could not be shirked any longer.

Mr. Beveridge said that his study of the war in France, Germany and Russia enabled him to say that it was surely a war of the peoples and not of dynasties merely. He could not venture any prediction as to how long it would last. He pointed out how the governments in all of the warring countries had taken over various functions that had previously been performed by private capital, and he said it was the general conviction of all classes abroad that it would be very difficult or altogether impossible to restore things to the conditions prevailing before the war. The same thing was true with regard to the care now being taken of the common people, the wives and children of the warring soldiers. He said it was commonly agreed that the working class would never again, after this demonstration of what had been done in time of stress, consent to let things lapse into the old individualism. It was certain that the workers would take a far larger share of the government. America could not help being affected, though it might not share in the same degree the spiritual exaltation which would certainly follow the war in Europe and which already is manifest.

At the reception which preceded the dinner, there was an interesting exhibit of 30 or 40 of the recruiting posters being used by the English War Office, as recently described in *PRINTERS' INK*.

F. D. Cruikshank, formerly with Van Buren and New York Bill Posting Company, has joined the O. J. Gude Company as solicitor of local and national accounts in New York.



Population within 50 miles of Boston compared with  other large cities:

More people within 50 miles of Boston than within the same distance of any other city in the country (except New York)

New York	-	7,321,485
Boston	-	3,470,587
Philadelphia		2,943,848
Chicago	-	2,843,057
St. Louis	-	1,228,184

The Boston American is absolutely supreme in this territory. The present net paid circulation of the Sunday American is over 340,000, and of the Evening American over 400,000 daily. The sworn government statement for six months ending April 1st showed 327,641 Sunday and 377,704 daily. The circulation of the Sunday American is greatly in excess of its nearest competitor, while the circulation of the Evening American is much greater than that of all the other Boston evening papers combined.



80 Summer St., Boston Chicago Office
504 Hearst Bldg.

**Chicago Office
504 Hearst Bldg.**

PROGRESS

Today The New York Tribune has almost **TEN THOUSAND MORE READERS** than it had sixty days ago.

While the other New York morning and Sunday newspapers were losing almost a million and a half lines during the first quarter of 1915, The New York Tribune made substantial gains.

WHY?

Because The Tribune saw the handwriting on the wall six months ago. Saw that it was time to banish from its advertising columns every line of advertising that didn't measure four-square. Saw that it was good business to seize the opportunity.

SEEING The Tribune ACTED

The Tribune not only had a thorough house cleaning but placed a **MONEY-BACK GUARANTEE** behind every purchase of goods made through advertising appearing in its columns. Already the results show that the Associated Advertising Clubs have builded better than they knew.

Honesty Is the Only Business Policy

The New York Tribune

**First to Last—the Truth
News—Editorials—Advertisements**

Package as Surety of Health and Value

Speakers at the Food-Trade Conference Argue the Matter in Relation to Consumer and Manufacturer—Could Not Return to Old Conditions Without Hazard to Our Best Interests

EVIDENTLY as a result of the recent agitation following the recommendation of Mayor Mitchell's commission to buy in bulk rather than in packages, considerable space on the programme was given to addresses justifying the use of packages at the Food Trade Conference in New York last week. Mrs. Julian Heath, president of the National Housewives' League, and J. T. Austin, of the Beech-Nut Packing Company, gave addresses devoted entirely to packages.

Mr. Austin said in part:

"People to-day are more interested than ever before in the manufacture of pure food under sanitary conditions, and in knowing who accepts responsibility for the proper production and handling of their food. The placing of food in packages on which appear the manufacturer's name, address and guarantee enables the consumer to determine by whom and where the goods were made, and what the package contains. If the goods are made by a reputable manufacturer, whose guarantee appears on the label, and who plainly states over his name just what the package contains, the housewife is pretty safe in feeling that the goods are entirely as represented, and if not, she can obtain proper redress from the manufacturer who naturally stands behind his goods.

"Of course, the fact that food is put up in packages does not mean that it is necessarily pure or that it was made under ideal conditions, but it gives the housewife an opportunity to judge from the package whether or not the food is going to meet with her requirements. We think you will agree that this protection was not possible in the days when most

goods were sold in bulk without information as to ingredients.

"Nowadays if a manufacturer wants to use a preservative he must plainly state so on the label. It is then up to the consumer to judge whether or not she wants to use a product in which a preservative is necessary. But the fact remains that under the package method, she has the choice, and that is the point I am trying to bring home.

THE ARGUMENT OF GREATER EFFICIENCY

"The only argument we ever hear advanced against packaged goods is that they increase the cost of the goods. In answer to this argument as to price, we think you will agree that we are in an age of scientific management,—that there is a great deal said and done under the name of efficiency. Would you consider it efficient for us to return to the old days when one went to the store with a pail, jug or pitcher and, after considerable loss of your own time, as well as that of the clerks, received goods from bulk containers that had been subjected very often to foul air, flies, insects, etc., to say nothing of the none too immaculate hands that measured out your portion? And even then, did you know, unless you took the time to check it up at home, whether or not you received proper weight or measure. In this age, time is value. It represents efficiency. Can you spare the time, and still get goods in bulk, under the conditions described heretofore, or would you prefer to have the manufacturer take the time to put the goods up, under ideal conditions, and in such a way that the flavor will be retained and the weights uniform and guaranteed? Think it over, and figure out in your own minds, which method is eventually cheaper and more satisfactory in every way. It would seem from practically every standpoint that packaged goods are preferable and superior to bulk goods."

Mr. Austin, to emphasize his points, described the making of catsup. He said:

"Catsup is another product that is now generally sold in small packages because the manufacturer, retailer and consumer are convinced that it is the only correct way for it to be sold. Until the enforcement of the pure food laws catsup was one of the most abused products on the market. It was made, in many places, under the most unsanitary conditions, and loaded with preservatives. The general adoption of the small package brought about a big improvement in the making of catsup, although it is still the practice in some places to put away tomato pulp in barrels during the height of the tomato season, which, of course, necessitates the use of preservatives. This pulp is then re-cooked at the convenience of the manufacturer, and this is known as the cheaper method of making catsup. However, the package idea, and the pure food laws now enable the consumer to know what he or she is eating. Manufacturers desiring to use the cheaper method must employ a preservative, and the law requires them to print it on the label, whereas if they desire to make a pure catsup, nature insists that they do so under sanitary conditions. Here again the consumer is protected by the use of the package, and while the cost is more, the results obtained are worth the price."

Mrs. Heath elaborated the views given to PRINTERS' INK recently in an interview. She said in part:

"Suppose there were no package goods on the market, what would be the effect upon the retail store? Would it not mean increased space with increased rent, an increase in the number of clerks in order to weigh and pack the products and more book-keeping? Would it not mean less efficient service to the public, greater cost to operate the store, leakage in waste and sampling, and this is important to the retailer. I believe that the weighing of products in the retail store has been a most neglected part of the business and has caused many

failures, not only on account of careless weighing, but also on account of waste. The clerk has too often gone on the theory of a 'little over does not matter,' that is, they always must give overweight in order to please the customers."

Direct Mail Advertising Literature Discussed

The New England Printing Salesmen's Association was recently addressed by A. W. Finlay, president of the United Typothetae and Franklin Clubs of America, and Fred Webster, manager of the department of sales promotion of the American Writing Paper Company, Holyoke, Mass. The former speaker advocated that printers with a capable organization give more attention to the printing of direct-by-mail advertising matter. Mr. Webster discussed the same subject at greater length.

"The salesman, the man on the street," said Mr. Webster, "should solicit regular straight printing. Unless he is thoroughly acquainted with all methods of direct-by-mail advertising, under no condition should he be allowed to solicit or talk direct-by-mail advertising to the customer. No man has any business to solicit direct-by-mail advertising unless he thoroughly understands it, as well as the customer's propositions and problems from the ground up.

"Good, efficient, well-planned, well-directed, well-thought-out literature with a come back in it—such as a return post-card or the like—will cut down your selling cost by digging up prospects for you, by cultivating the ground and preparing the way for your men."

"B. V. D." Protects Trade-Mark

In the U. S. District Court for the Southern District of Iowa, Central Division, Sol Wolk, doing business as "Willner's" and "Sol Wolk & Co.," has been enjoined from using, directly or indirectly, the trade-mark "B. V. D." in connection with the advertisement or sale of merchandise not emanating from The B. V. D. Company.

To Edit "Profitable Store-keeping"

Frank Farrington, for five years editor of the *Inland Storekeeper*, has been appointed editor of *Profitable Storekeeping*, a trade publication to be issued by *Woman's World*, Chicago. *Profitable Storekeeping* is designed to reach merchants in towns of 5,000 and less population.

Food Products in Newspapers

Evan W. Hook & Co., Baltimore, Md., are using newspapers to advertise "Evanhook" pure food products. The slogan, "24 hours fresher than fresh vegetables," appears in each ad.

Here's a Bit of Good Advice —

Ask Your Newsdealer What Magazine He Sells The Most Of

If you confine your inquiries to fiction magazines, he will be almost certain to answer "Snappy Stories," for it is a fact that nine dealers out of ten find it a "best seller."

That is doubly true in the summer, for with the advent of hammocks and summer girls the fiction magazine comes into its own. And, by the way, the "tired business man" reads light fiction in summer—oh, yes he does—just as he goes to roof gardens then—and his choice is *always snappy fiction*.

The wise advertiser who takes advantage of these conditions and concentrates on the fiction magazines during the dog

days gets thirty per cent over normal circulation —*Free*.

Snappy Stories will not lower its per page *price* during the summer months, but it will *guarantee* to very materially reduce its *per thousand circulation cost*.

Don't ask us what our circulation was *last* year—it's this year now, 1915—and for the next twelve months we *guarantee* an average of more than a quarter of a million copies —*net sales*.

Yes—of course we'll rebate if we don't make good—and equally of course our books are open at any time to any advertiser or agent.

THE NEW FICTION PUBLISHING CO.

Rhodes & Leisenring Co.
Western Representatives
Harris Trust Building, Chicago

Mark A. Selsor
Advertising Manager
35-37 W. 39th St., New York



Accessory Advertising Follows Auto and Tire Advertising Into Farm Papers

The farmer takes considerable interest in all the parts of his automobile,—largely because he is not “next door” to garages and repair shops, but also because his occupation as a farmer gives him mechanical training.

Recognizing this, the advertisers of automobiles and tires for years have used highly descriptive advertising in farm papers.

And now come the accessory manufacturers. **SUCCESSFUL FARMING** covers the great farm auto belt. In its April issue appear eleven advertisements of accessories, parts or sup-

plies and the same number of automobile and tire advertisements, representing a total advertising cost of \$16,000.00.

Our circular, entitled "Half the Accessories Market Undeveloped," will be very interesting to any manufacturer in this line, also another, "The Farmer is Interested in the Parts of His Car."

The map reproduced in the lower right hand corner graphically reveals where the increase of new cars occurred in 1914. This is one of our series of Definite Data maps, which now number more than 75 maps, and comprise a very thorough analysis of the buying power of the American farmer. More than two thousand advertising men have these maps on file for ready reference.

A set of these maps will be sent gratis to executives who are interested in agricultural advertising. Another leaflet, "Newer Methods For Finding Markets," will tell you all about them. Shall we send it to you?

E. T. MEREDITH

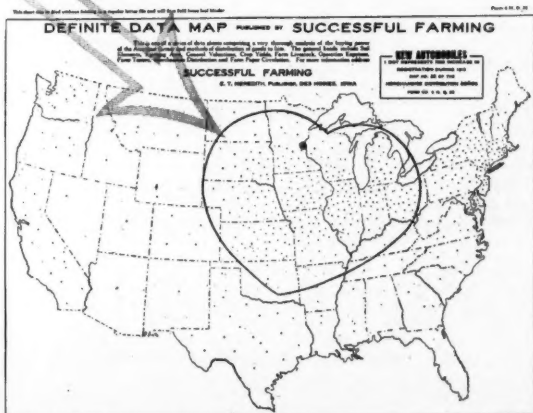
Publisher

Successful Farming

DES MOINES, IOWA

Chicago Office
1118 Advertising Bldg.

New York Office
1 Madison Ave.



A Definite Data map showing the location of new automobiles by states. One dot represents 1000 increase in registration during 1918.

Boston Globe's

Marvelous Growth in Circulation

Copies

Daily Globe . . Up 70,112

Sunday Globe . Up 13,427

The figures taken from the Globe's sworn reports to the government required by the Act of August, 1912, printed below, explain themselves:

(From Sworn Statements to Government)

	Net Paid Daily Globe	Net Paid Sunday Globe
Six Months Ending March 31, 1914	156,711	276,010
Six Months Ending Sept. 30, 1914	209,486	279,583
Six Months Ending March 31, 1915	226,823	289,437

Net Circulation of the Globe for March, 1915:

	Daily Globe	Sunday Globe
Net Paid - -	232,088	293,638
*Unpaid - - -	4,515	2,775
Total Net -	236,603	296,413

*Papers distributed to advertisers, employees, etc.

In considering the Boston field, please note that the Globe offers advertisers a worth-while, concentrated circulation in the homes of the best people in all walks of life.

To cover the Boston field, mark the Globe, Daily and Sunday, No. 1 on your list.

Selling On Installments

Part III—Advertising

By Edward Mott Woolley

"A S long ago as I can remember, the name 'Castelberg' had stood for 'Fifty Cents a Week,' and on each occasion when it was mentioned, 'installment' was immediately affiliated with our firm name. It struck me that while this business was immensely valuable and the receipts larger than those of the cash end of the business, we could handle this in a more delicate manner."

Thus spoke Nat C. Wildman, director of advertising of the Castelberg National Jewelry Company, Baltimore.

"It seemed to me," he went on, "that instead of laying special stress on the 'Fifty Cents a Week' idea, we could merely give a suggestion, with a phrase such as 'Accounts Invited,' or something to this effect. We found, after doing this for a short time, that the better element of the people was responding to our announcements, and that our cash business was gradually being stimulated as well as the credit end."

GIVING "TONE" TO INSTALLMENT ADVERTISING

In the course of this investigation of installment selling I have found quite a tendency in the direction indicated by Mr. Wildman. A good many important installment houses have been toning down their advertising appeal and getting away from the "easy to buy" atmosphere.

But before citing other instances I am going to quote Mr. Wildman further, and in a more general way, on the subject of his firm's advertising:

"When I first took up the advertising proposition at Castelberg's I found, after a minute investigation, that they were spending an indefinite amount of money each year for local publicity, and that advertising was being placed indiscriminately in various small and large media, a great deal of it

being of the so-called reciprocity nature—advertising given in return for some past dealing with the customer. The majority of the money had been placed in newspapers and programmes; and at that particular time the firm was also using a full run in the Baltimore street cars.

"In brief, we came to these conclusions:

"That inasmuch as we were making a bid exclusively for local trade, we should select those media which would yield us the maximum returns for the money expended.

"We then fixed our appropriation, based on three per cent of our gross receipts for the coming year, and began to shoot out our stuff thick and fast.

"The greater portion of our advertising was placed in the newspapers. There are five principal papers in Baltimore printed in English. After a careful analysis we chose one morning paper and an evening paper. We confined ourselves to a greater extent to last-page copy, because we figured that in a business of this kind the sooner we secured attention the greater value the advertising would have for us. This we found to be true, notwithstanding the greatly increased cost.

"We ran for a time a series of fifty-line single column ads, featuring one particular article each day, with price and terms. These ads appeared almost every day, and to great extent the evening paper was used. This, however, varied according to the advertised article.

"To go a step back, we looked the proposition squarely in the face and decided that the initial and most important step was to attempt to *dissociate our store from the mere credit and installment class.*

"In addition to this change in the policy of our appeal, we use the personal appeal in our adver-

tising, periodically, throughout the year. At Christmas we mail from 25,000 to 40,000 circulars, with personal letters, and enclose a sheet containing a list of articles of special gift value. Valentine's Day we sent out 25,000 announcements of a valentine nature, calling attention to our new store. At Easter we sent out 25,000 optical and clock-making announcements, and so on throughout the year, using, in all, our entire mailing list on six different occasions.

THE IMPORTANT WORK OF THE SALESMEN

"Another feature of our work that is more or less distinctive is the fact that 80 per cent of our business is done by outside salesmen (working in conjunction with the advertising). We have in our employ fifty men who work on a combined commission and salary basis, and who go around the city calling on home trade, popularizing our name and selling our merchandise. Part of the public is a little disinclined to come to an installment house, but on the other hand, they would willingly have a salesman come to them in the privacy of their homes and sell them jewelry and diamonds on a strictly credit basis. We back these men up to a great degree in their work. Whenever they think that a letter or circular of any nature will be instrumental in helping them to make a sale, that service is at their disposal. At Christmas we get up a number of letters for each outside salesman to send to his clientele, and in other ways we co-operate with them. When we advertise a special sale of any merchandise, we load these men up with the advertised goods and give them suggestions and helps toward selling these articles.

"Our theatrical trade, also, is important. We have a man who devotes his entire time to this particular end of the business; and of course the publicity here is of a more refined and dignified nature. Novelty advertising is used to a greater extent in this particular phase of the business. Such things as gold pencils, gold-

tipped cigarettes with our name on them, and other novelty advertising is put out from time to time throughout the year. Then we circularize this trade frequently.

"While we do not use billboards steadily throughout the year, we make use of them to back up special sales. We have found that this form of publicity is to a great extent profitable, inasmuch as it has a cumulative effect in reminding people of what we are doing. Indirectly, it helps the business."

Another large Eastern installment house, which prefers not to have its name used, gives similar testimony. This house has branches in several cities, and specializes largely in wearing apparel for both sexes.

SOME SORT OF FIRST PAYMENT NECESSARY

On one occasion this firm advertised clothing on the plan of "Nothing Down and Fifty Cents a Week." The number of applicants was very large, but the majority comprised men out of jobs and often ragged. Rosy terms attract people in need, who want something for nothing.

"'Nothing down' is bad policy," says the head of this house. "Likewise it is bad policy to advertise for customers who *must* buy on installments; at least, so far as our business is concerned. When the present European war started we looked for an increased installment trade, and we got it, but we also got a lot of people after us who were not desirable. Then we toned down our advertising so that it would appeal to people who *could* pay cash, but who might find it more convenient to buy on payments. We could get enough of the other sort without making a special campaign for them."

This same house advertised a household article with the first payment deferred thirty days after delivery. The majority of those who responded were rejected. Then the appeal was changed so that instead of advertising goods on installments it advertised *credit*. Although the sales plan was practically the same,



LINING UP FOR UNCLE SAM'S TWICE A YEAR INSPECTION

How Iowa Newspapers Rank in Circulation

All figures taken from official statements to United States government published April 2, 1915, and show average paid circulation for six months ending March 31, 1915.

FIRST

Daily Register & Leader — Tribune 68,793

Morning & Evening Des Moines

SECOND

Sunday Register & Leader 49,939

Des Moines

THIRD

Sioux City Morning & Evening Newspaper 48,592

FOURTH

Sioux City Evening Paper 47,028

FIFTH

Next Des Moines Evening Paper 45,122

SIXTH

Last Des Moines Evening Paper 42,067

Previous Government Statements

DAILY REGISTER & LEADER—EVENING TRIBUNE—Paid Circulation

Six months ending Sept. 30, 1912.....	50,105
Six months ending March 31, 1913.....	52,829
Six months ending Sept. 30, 1913.....	51,964
Six months ending March 31, 1914.....	60,085
Six months ending Sept. 30, 1914.....	64,994
Six months ending March 31, 1915.....	68,793

SUNDAY REGISTER & LEADER—Paid Circulation

Six months ending Sept. 30, 1912.....	35,279
Six months ending March 31, 1913.....	37,018
Six months ending Sept. 30, 1913.....	38,511
Six months ending March 31, 1914.....	42,521
Six months ending Sept. 30, 1914.....	45,471
Six months ending March 31, 1915.....	49,989

MEMBERS OF AUDIT BUREAU OF CIRCULATIONS

New York,
I. A. Klein,
Metropolitan Tower.

Chicago,
Jno. Glass,
Peoples Gas Bldg.

"Immediate National Publicity"

The service given is valuable because we act so quickly, but chiefly because we act so surely.

It is said The Digest has done more to encourage the beginner in advertising than any other publication. Our rate is moderate and if the article offered is untried, The Digest immediately demonstrates its fitness.

In the years 1913 and 1914 The Digest led all other national publications, weekly or monthly, in advertisements carried.

Whenever it is necessary to quickly tell something new about your product, remember that The Digest's service in this respect is unequalled.

Within ten days we receive copy, print it, and bring a reply.

The Literary Digest

*Circulation May issues, 380,000 copies
Excess over guarantee, 65,000 copies*

**\$1.75 per line until September 18th
\$2.00 per line after September 18th**

the results were much better. A higher class of customers responded.

In addition to using the newspapers, this house gets O. K.'d lists from a credit agency, and then to each person on a list it sends out a card like this:

"Your credit is good with us for any reasonable amount or time. Just present this card to our credit manager and you can have the goods immediately, without any questions or annoyance."

The lists used generally include railroad employees, municipal clerks, medium-class factory men, and so on. Telephone lists were tried, but were found too high class for this particular business. The New York branch of this house tried selling jewelry this way, along with clothing, but gave it up. It finds New York a poor credit town. Customers are difficult to investigate, and the crooked ones get away too easily. Even the sale of clothing on installments has not been especially profitable in New York. One advertisement that cost \$50 brought twenty-five inquiries but only five sales, all of low-priced suits. It has been found more profitable to specialize in the territory within forty miles of New York. This concern has sent out more than a million pieces of literature during the past year, through the mails, using the O. K.'d lists largely. The personal atmosphere possible in this form of advertising removes much of the hesitation usually existing in the minds of this class of people. They don't like the idea of being investigated, and it pleases them to feel that in some way or another they have been recommended to this big house as being reliable.

The accounts of this firm show an average at the beginning of about \$29. After an account is once opened it often remains active for years, for the customer keeps coming back.

"If we can get one member of the family," says the manager, "we often get several others, or the whole family. Then we get all the trade of these customers. They don't want to open up ac-

counts at other stores and undergo an investigation.

"We follow up all old customers, using six different letters, sent with two-cent stamps. And often we let a customer have a hundred dollars' worth of goods without a payment down, but, you see, we don't advertise that fact any more."

Here is one of the letters this house sends out:

"Dear Sir:

"There are times when almost everybody feels the need of things for which there isn't ready cash available.

"Some of these things you *must* buy. Clothing especially! You can't afford to get shabby.

"At our store you are privileged to open an account and select whatever you need from our large and complete stock of clothing for men, women, boys and girls.

"Just introduce yourself with this card and our credit man will know you. He will not have to ask anybody about you. You may pay in small weekly or monthly installments if you choose.

"We hope to see you here before long.

"Very truly yours,

"JOHN DOE & COMPANY."

Observe the temperate tone of this whole appeal, which lacks the superlatives so often found. There seem to be no marvelous bargains. Yet this house is said to be extremely successful.

CREDIT RISKS DIFFER ACCORDING TO NATIONALITIES

A curious feature in connection with the business of this house is its study of nationalities in relation to installment selling. I am not going to "start anything" here by giving detailed facts as observed by this firm's credit department, but I may say that the people of a certain nationality have been found to be the best credit risks because of their conservatism. Another race comes next, and so on, down to a race that is the worst. Just where native Americans come, in this list, perhaps would be bad policy to say. Anyhow, a study of this sort has a bearing on the advertising appeal and media to be used. This

house has restricted its installment selling in accordance with its race experience, so that to-day less than one per cent of its sales are to people of the race lowest in its credit analysis.

It should be said, however, that the race strictures here noted apply only to the class of people who buy this kind of installment goods, and leave out of consideration the higher classes who undoubtedly may be good risks in other lines of goods.

In this connection I am going to quote the manager of this house on a subject more or less relevant to installment advertising, but especially so to the installment business as a whole:

"We believe that every city should have a central bureau which would keep tab on installment customers and find out whether they are prompt pay, chronic kickers, and so on. As it is now, some customers will pay one store promptly and always give this store as a reference. Then they will go out and stick other stores. A lot of these people keep close watch on installment advertising. We pay out our money and get ourselves into a trap."

A plan proposed by a credit agency, in a typewritten statement, is, in brief, this:

"The new work in which we ask your co-operation is along the lines adopted in Boston and approved by the Boston Chamber of Commerce and the National Association of Retail Credit Men. It is as follows:

"First, all new accounts shall be reported to and recorded in this office.

"Second, all inquiries regarding credits, whether by individuals or other mercantile houses, should be referred to this agency.

"Third, all delinquent accounts should be reported to and recorded in this agency.

"Fourth, this agency will maintain a special department for the purpose of at once notifying all of its customers of any changes, favorable or otherwise, in the status of their customers."

But go back to the subject of appeal. The Young Men's Chris-

tian Association is, in a way, a very large seller of a necessary commodity, education, on the installment plan. In advertising this commodity it has found it undesirable oftentimes to emphasize the credit feature. Some of its branches, at least, have adopted a different policy. The price of an installment course, say, is \$20. Instead of advertising this price and offering a discount of ten per cent for cash, the cash price of \$18 is featured and the additional two dollars is given as a sort of penalty for not paying cash. This gives the impression that the cash price is the usual and expected thing, while the installment feature is a privilege extended to help those who need it. And this, in fact, is the truth.

CAN'T DWELL TOO LONG ON BUSINESS ETHICS

At the same time, I am aware that in strictly commercial lines installment houses are not always in a position to consider the more ethical aspects of trade. If they troubled themselves over the question of customers' extravagance or thrift, they would have to quit the business. In wholesale selling it is a fixed policy with some of the great houses not to overload dealers, but to sell them only such goods as will contribute to the welfare of their business. This ideal and success-building scheme of merchandising does not seem to be followed to any extent by retailers or installment sellers, who, necessarily perhaps, do not often consider the effect on the purchaser. The main question is: "Can we get the money out of him?"

It is a fact, too, that many large and successful installment sellers do go out boldly and emphasize the "easy to buy" feature of the business. Apparently, they go after customers with a wonderful disregard for all the credit principles of an ordinarily conservative business.

"Yes," agreed one credit manager of a house of this kind; "we do, so far as our advertising is concerned, but we do it on the theory that we will turn up an extraordinarily large number of

UNCLE SAM SAYS—

How did you find the
Atlanta Situation?

GEORGIAN-AMERICAN
50,471

Second Paper
49,618

Third Paper
42,825

And what does the
City show?

	Geor- gian	Second Paper	Third Paper
Carriers	17,177	17,327	13,924
News Dealers . . .	1,901	1,226	724
Street Sales . . .	7,461	3,600	668
Total Net Paid—			
City	26,539	22,153	15,316

What about Sunday
circulation?

SUNDAY AMERICAN
81,304

Second Paper
58,935

Third Paper
37,868



HEARST'S
DAILY GEORGIAN-AMERICAN SUNDAY

ATLANTA, GEORGIA

SUPREME IN ATLANTA

Member A. B. C.

Some of the advertisements I have used in different trade publications evidently conveyed the impression that the fees I charge for my service are very high.

My friend, Joseph H. Appel of Wanamaker's, said to me:

"The boys are commenting on your charges by saying—'Caruso has nothing on Bill Freeman, has he?'"

To which I replied:

"Yes, Caruso has me licked to a frazzle in earning power—but I appreciate the compliment the boys pay me."

I will not ever overcharge, but I do expect to be well paid for whatever I do.

My experience justifies me in charging for an operation for appendicitis, or some other serious ailment.

I think I know what a business wants—how to help it to get well if it is sick or to keep it well if it is not sick.

As an advertising specialist, I am not charging as little as \$1.00 for treatment at my office, or \$3.00 for a visit on call.

My fees are worth while because the treatment is worth while.

WILLIAM C. FREEMAN

Advertising

2 West 45th Street, New York
Phone, Bryant 4817

applicants, from among whom we can select the customers we consider reasonably safe. So our advertising appeal should not be taken as literally indicative of our selling policy."

The question of the cost of this advertising policy, of course, is one that must be answered by each house individually. In numerous instances the cost has proved the ruin of the business. This was the case in one of the failures I cited in the second part of this series, where the shrinkage in the value of installment accounts was tremendous. This house made a strong appeal in its advertising along the line of "Buy Without Feeling It." That this policy has its dangers is obvious. To be followed successfully, it needs to be offset by skilful management in the actual selling.

THE FORMIDABLE "CHARACTER" BLANK FORM

In reading the advertisements of one mail-order installment house, handling a variety of small household specialties, you might get the impression that all you had to do was to send along your order and the goods would come to you without any investigation. Instead, you get a catalogue and circular matter, along with a rather formidable blank to be filled out.

You are required to tell, for instance, whether you are white or black, and what nationality; married or single; age; previous installment accounts; how long in your town, and where you came from; position, name of employer, and previous employers; and how much you earn, what your debts are, and what you drink. And finally you are required to give the names of three merchants with whom you have dealt, along with your landlord's name.

Thus you have a pretty good chance to measure up and reject yourself and save the company the trouble, for if you are not a desirable risk you will be apt to abandon the project of getting that "easy to buy" article for a few cents a week. However, quite a number of people seem to lack the discrimination to reject themselves

Others deliberately accept themselves under false pretenses.

If you do get the goods, probably you must first sign and mail an iron-bound contract with a clause in it something like this:

"I also agree that in case of violation of any of the terms of this contract I will voluntarily return the goods by express, in good order. If I fail to do this, the said firm may enter my premises and take the goods away. I waive any action for trespass or damage, and disclaim any right of resistance; and I also waive all right of homestead or other exemptions."

Thus we get an idea as to how some of the large installment houses are enabled to do a successful business, despite the seeming liberality of their advertising appeal. In a general way and with variations, some of the houses of this sort are The Rudolph Wurlitzer Company, The Burlington Watch Company, The E. T. Burrows Company, the Gibson Mandolin-Guitar Company, C. E. Delenbarger Company, The Brunswick - Balke - Collender Company and others. That it is the management back of the advertising of these companies that makes their campaigns successful, rather than the mere advertising itself, seems to be a supposition worth thinking about.

An impressive thing connected with the advertising of many large mail-order installment houses is the great volume of direct advertising that goes out to people who respond to the original advertising. An inquiry is sometimes sufficient to bring an avalanche, the cost of which to the house is high. A simple inquiry to one house, written on a scrap of paper without anything on it to indicate that it came from a desirable source, brought a ponderous catalogue, and, a few days later, a second edition of this catalogue. It also brought a circular letter and miscellaneous printed matter, and then some follow-up letters and circulars.

All of which simply goes to show, as I said in the second part of this article, that the cost of doing an installment business is a



TRADE MARK REG. U. S. PAT. OFF.

"Unlike any other paper"

170,771,461 copies of the "Fair Play" notice have already been printed—over eighteen copies for every country family in the whole United States.

Every copy has done its full share to build confidence in all advertising, as well as that appearing in The Farm Journal.

Get the full benefit of this constructive work for yourself by using The Farm Journal regularly.

June closes May 5th.

The Farm Journal

A. B. C. MEMBER

Washington Square
Philadelphia

CHICAGO AMERICAN



A Trip to Chicago Which Will Earn Many Times Its Cost

TO CHICAGO—

A cosmopolitan city of enormous wealth—a city which knows not the meaning of conservatism.

This trip will put you in direct contact with the *big* men who are doing *big* things in merchandizing and *advertising*.

It's your opportunity to exchange ideas—and learn how the "other fellow does it"—also to study at first hand—CHICAGO—America's biggest, richest—and most active market.

Fill
Out
Coupon
Opposite

Therefore, be
sure to—

CHICAGO EVENING AMERICAN

CONVENTION
OF
ASSOCIATED
ADVERTISING
CLUBS
OF THE
WORLD
1915

Go to the Advertising World's Fair in Chicago— June 20th to June 24th—and

join those who will go on the *Chicago Evening American's* "Little Auto Journeys" to meet personally men—who have made fortunes—through advertising in Chicago—and learn how they did it!

Talk to a concern which made advertising in Chicago pay to the tune of \$60,000,000!

Talk to a retail merchant who in three years developed his business from bankruptcy to \$300,000!

Send your coupon today—reserving a seat in the "Little Journey Autos"—and also securing—upon your arrival at your hotel—an individual surprise for yourself and every member of your party—a tangible expression of *The American's* hearty welcome.

**CHICAGO EVENING
AMERICAN**
Chicago

Chicago
Evening
American,
Chicago

Reserve me a complimentary seat on your "Little Journeys." Have one of those three-dimension surprises for me at my hotel. Have surprises for the following ladies who will be in my party.

Name.....

Business Address

Hotel in Chicago

subject by itself. No ordinary business percentages can apply to it. I am told that these large and successful installment houses figure out their advertising costs very carefully and know what the cost is per inquiry, per dollar of goods sold, and per dollar of net profit. But it is easy to see how an inexperienced installment seller could bankrupt himself quickly with huge and unproductive advertising costs.

MUCH OF THE ADVERTISING MATTER IS CRUDE

Indeed, there would seem to be a legitimate field for friendly criticism of much of this advertising matter scattered over the land through the mails. Its verbosity, crudity, and involved appeal must add enormously to its cost and bring correspondingly scant returns. Two or three closely printed pages of imitation type-writing are not uncommon, sent under one-cent postage, with the text dealing in wordy extravagances. Many little devices are used to clinch customers, and these schemes are at least interesting to the student of advertising.

For instance, one installment house, handling a small article, answers inquiries with a printed circular letter, without the name filled in, which begins this way: "Dear Friend:

"Received your letter this morning, and am answering immediately.

"Am sorry I cannot send you a — for inspection to-day, as we are tremendously rushed with orders. We are even running short of catalogues. . . .

"But I have your letter on my desk, and expect to be able to send you a catalogue inside of a week."

And then, after the signature:

"P. S. I have just heard that I will be able in about two days to send you a catalogue. Not more than two, or, at the most three days."

It seems as if a more convincing letter could be devised. The intelligent inquirer who got a printed letter of this sort would be apt to question the other statements made by the house.

Another advertiser of installment goods works himself into quite a frenzy of self-admiration. His goods are famous, his stock enormous, his bargains the most extraordinary ever known. He gives the opportunity of a lifetime, not only to get goods, but to secure them on such amazing terms that the expenditure will never be felt. Also, he throws in, absolutely free, this and that extra. I am told, however, that this particular advertiser is having a lot of trouble with his collections.

HIGH GRADE ADVERTISING HERE

A large installment book concern goes about its advertising on a basis that is better worked out and more psychological. This house has been very successful and has built up a fortune for its owners.

It has found, in the first place, that certain magazines are productive of the best results, and it has cut out the others as media. It uses two chiefly. For its newspapers it selects certain ones that have book departments. Local newspapers in the smaller cities were tried but abandoned.

For some of its lists, this house goes to the classified pages of telephone books. It sends its letters to home addresses instead of offices, and it has found that it pays to use two-cent stamps. It doesn't use "Dear Friend" as a form of address, but it does use "Dear Mr. Jones" in preference to "Dear Sir."

"Although we really have no right to address a stranger in that familiar way," says an executive of this house, "we find that our prospects are attracted to a letter of this sort and that the interest they take in it offsets any occasional resentment they may feel."

Names are always filled in, because investigations have shown the house that people usually read a letter that begins in such fashion. Fine stationery, embossed, is used. Recently 196 letters brought 56 replies. A letter by itself, without other enclosure, has been found to pull better than letters sent with circulars. If circulars are used at

all in connection with letters, the letter is written or printed on the first page of the circular, with the regulation letterhead. No other matter appears on this page, but the three succeeding pages of the folder are used for the circular matter.

In a campaign to sell a set of books at \$50, this house sent out six follow-up letters with slightly diminishing returns. The sales manager accounted for this on the theory that people who didn't read the second or third letters did read the fourth, fifth or sixth. Then, too, the follow-up letters had a cumulative effect.

Formerly a coupon was used, worth something on the payments, but this has been discarded because, as an executive says, "it didn't look dignified, and because the public attitude has changed toward that scheme of 'something for nothing.' People don't fall for it any more. We find that the good sane truth, told in a straightforward manner, is the best after all."

As to the letters themselves, they are short and dignified; and instead of offering a man a lot of propositions to bewilder him, the proposition is made as simple as possible. In the original advertisement the appeal is simply for the inquiry. Of course other successful book houses differ in these practices, and not only offer a mixture of propositions, but go after the order right at the start.

This house says that the rate of payment does more to sell installment books than does the cheapness of the total price. People will take the goods on a small payment down and "favorable terms," and will willingly pay much more in the end than they would pay on a cash basis. That is why the price appeal is minimized.

THE BURROUGHS WAY

Another large house that has a sane way of looking at the installment business is the Burroughs Adding Machine Company. Here is what J. R. Harrison, of the Publicity Division, says:

"You would hardly call selling



What philosophical, but hard headed old Moses Irons says about MEMPHIS and THE COMMERCIAL APPEAL in the April issue of *System* is right to the point, but he is a year old on circulation figures. The government report recently published shows a gain as usual:

Daily (paid) . . . 59,702
 Sunday (paid) . . . 94,262
 Weekly (paid) . . . 95,403

Incidentally, 98% of the city circulation is home delivered and 95% of the newspaper readers of MEMPHIS read THE COMMERCIAL APPEAL.

And Mr. Good Times is at home again in Memphis.

THE COMMERCIAL APPEAL,
 MEMPHIS, TENN.

THE JOHN BUDD COMPANY
Advertising Representatives
 Burrell Bldg., New York; Tribune
 Bldg., Chicago; Chemical
 Bldg., St. Louis.

Des Moines Capital Un- ship in Circulation

In the month of March the Capital published more advertising than any other Des Moines newspaper. This was done in spite of the fact that the Capital publishes no Sunday newspaper and the Capital's chief competitor has a Sunday issue.

The Capital also rejects a considerable amount of advertising accepted by all of the other Des Moines newspapers. The Capital publishes no medical advertising whatsoever.

Below we give the advertising figures for the month of March for all of the Des Moines newspapers:

CAPITAL ..	36,257 inches	378 inches gain	(27 issues)
2nd Paper....	34,763 inches	5,688 inches loss	(31 issues)
3rd Paper....	27,682 inches	85 inches gain	(31 issues)
4th Paper....	29,767 inches	3,444 inches loss	(27 issues)

LOCAL SUPREMACY

Without a single month's exception, for more than six years the Des Moines Capital has published more local display advertising than any other Des Moines newspaper.

STATEMENTS OF CIRCULATION ISSUED TO THE U. S. GOVERNMENT BY ALL DES MOINES NEWSPAPERS ON APRIL 1st, AND PUBLISHED IN THE COLUMNS OF THE VARIOUS NEWSPAPERS.

CAPITAL ..	45,122 copies daily.	(Paid.)	(Government Statement)
2nd Paper....	41,238 copies daily.	(Paid.)	(Government Statement)
3rd Paper....	40,719 copies daily.	(Paid.)	(Government Statement)
4th Paper....	29,013 copies daily.	(Paid.)	(Government Statement)

The Capital's circulation is the largest published of any newspaper in Des Moines.

The figures above are the actual circulation figures for the six months preceding April 1st. No advertiser should be deceived as to the circulation situation in Des Moines.

These statements can be found in all the newspapers published on one or the other of the first three days of April, or the actual sheets can be secured by application to the advertising department of The Des Moines Capital.

CIRCULATION GROWTH OF CAPITAL AS SHOWN BY GOVERNMENT STATEMENTS

October 1st, 1912.....	40,717 copies daily.	(Paid.)
April 1st, 1913.....	42,084 copies daily.	(Paid.)
October 1st, 1913.....	40,012 copies daily.	(Paid.)
April 1st, 1914.....	44,199 copies daily.	(Paid.)
October 1st, 1914.....	43,000 copies daily.	(Paid.)
April 1st, 1915.....	45,122 copies daily.	(Paid.)

Undeniable Leader- and Advertising

Exclusive Advertisers in the Capital in the Year 1914

Shredded Wheat	Racine Shirts
Campbell's Soups	Ide Silver Collars
Rumford Baking Powder	John Ruskin Cigar
Aunt Jemima Pancake Flour	Patterson Seal Tobacco
Ivory Soap	Piper Heidsieck Tobacco
Crystal Domino Sugar	Tuxedo Tobacco
Peosta Soap	Frank P. Lewis Cigar Co.
C-B Corsets	Martin-Howe Coal Co.
Kayser Gloves	Diamond Tires
Munsing Wear	Canadian Northern S. S. Co.
Imperial Underwear	Nestle's Food
Boot & Shoe Workers' Union	Gillette Razors
Crosset Shoe	Bestwall Mfg. Co.

NO LIQUOR AND NO MEDICAL ADVERTISING

The Capital accepts no liquor nor medical advertising. It discards from its columns all fraudulent or dishonest advertising in the interest of its subscribers. The Capital is one of the cleanest newspapers in America.

The Des Moines Capital

A CLEAN, CONSERVATIVE NEWSPAPER

LAFAYETTE YOUNG, *Publisher.*

New York Representatives
O'Mara & Ormsbee, Inc.
Brunswick Building.

Chicago Representatives
O'Mara & Ormsbee, Inc.
Tribune Building.

Member Audit Bureau of Circulations.

3 0 0 SALES HELPS

Practical, up-to-the-minute and instructive selling aids for motorcycle and bicycle dealers, will feature and make a dealer's permanent reference book of the

ANNUAL SPRING NUMBER

May 6th, 1915

of the combined

Motor Cycle Illustrated and Bicycling World

(The latter journal, established thirty-eight years ago, was absorbed by Motor Cycle Illustrated a month ago, and the circulation of the two papers combined.)

MOTOR CYCLE ILLUSTRATED is now the only paper in the field which covers thoroughly every phase of both the motorcycle and the bicycle industries, and whose scope is truly national.

Average paid circulation, during the six months ending April 1st, 13,970 copies weekly.

15,000 Copies

Including 4,850 copies to *paid* manufacturer, jobber and dealer subscribers, will be the circulation of our Spring Number. Forms close Saturday, May 1st.

Purchasers of motorcycles, bicycles, parts and accessories will spend approximately \$45,000,000 in the United States in 1915.

Single insertion rates—One page, \$75.00; half page, \$40.00; quarter page, \$27.00; eighth page, \$17.00.

Contract rates on request.

MOTOR CYCLE ILLUSTRATED

(New address): 13 Park Row,
New York City.

adding machines an installment business, even though most of our machines are sold on time payments. At any event, we do not advertise it as an installment business. In fact, we do not advertise the price of our machines to a very great extent, and we have entirely discontinued forcing upon the mind of the public that they can be bought on time payments. This question can be brought up when our salesman is on the scene.

"We have found that we cannot advertise the *machine* to any great advantage because people are not buying the machine as a machine. They are buying it for what it does, so we must lay the greater emphasis upon the advantages the buyer will receive through its purchase, and mention the machine as an incidental.

"Whenever we mention the price in connection with our machines, we do not generally feature any one machine, but simply the fact that we have machines ranging in price from \$175 to \$950.

"In the next month or so we may feature one machine and then advertise the price, but that will be a special proposition and not the general rule."

So here you get a clean-cut instance of a house that is really conducting an installment business on the policy to which I referred a little while back as characteristic of leading wholesale houses—that of selling service rather than mere goods.

If you choose to look at this company as an installment house, then in its varied advertising matter you have some of the most interesting material available at the hands of time-payment sellers. "A Better Day's Profits," "He Knows His Business," "The Right Way To Figure Profits" and a long line of similar matter, are notable examples of constructive advertising.

New Manager for Minneapolis "Tribune"

W. L. Halstead, who has been successively business manager of the *Houston Chronicle* and the *Atlanta Constitution*, and who is at present assistant general manager of the *Montreal Star*, goes to the *Minneapolis Tribune* on May 1 as general manager.

Hopeful Views of the Federal Trade Commission

Chamber of Commerce of the United States Sounds Business Men on the Possibilities of Constructive Work by the New Organization—Men of Large Affairs Encouraged

FROM the replies to a series of questions put by the Chamber of Commerce of the United States to a list of representative business men, and published in *The Nation's Business*, the official publication of the organization, it is evident that there is a tendency to regard the activity of the Federal Trade Commission hopefully. The opportunities for the Commission to be of help to the business community are pointed out from various angles, and assurance is given that business men are ready to co-operate with the Commission along constructive lines. For example, James J. Hill, of the Great Northern Railroad, says:

"Business men are ready to do their share. In mutual understanding, without prejudice, lies the hope of the future. For some years after the close of the present war in Europe the opportunities of the United States should be great and its possibilities will also be great. Its soil products, its mineral products, its manufactures and its capital will all be in demand to restore the waste places of countries partially depopulated and industrially destroyed. What we need is a clear field, no favors, and a full restoration of confidence. Division, hostility and working at cross purposes have gone far enough."

"Help the railroads and you will help business," says Patrick Cudahy, the packer, of Milwaukee. "Railroads are the business arteries of the country, and when they are depressed all business is depressed and when you put life into them all business responds. As to the trusts and large combinations, if you find anything il-

Street & Finnery NEW YORK

FOURTEEN years of widely varied experience in the successful translation of selling ideas into graphic words and pictures insures our copy, layout and art work a resourcefulness and ingenuity that is too widely quoted to need exploitation.



WYMAN M. FITZ, Secy.

The Truth About Tacoma News

The Perkins newspapers have not only all the
they guaranteed advertisers, but more than

HERE ARE THE FIGURES

The Tacoma Daily News

Evening

22,576 NET PAID

Daily average for 1914

This is virtually as large as the combined circulations of all other Tacoma Evening Dailies.

The Tacoma Daily Ledger

Morning

22,286 NET PAID

Daily average for 1914

This is practically as large as the combined daily circulations of all other Tacoma newspapers except the News.

Three Great Facts

The Ledger and The News are preeminent

FIRST in Quality

FIRST in Quantity

S. A. PERKINS, Proprietor

VERREE & CONKLIN, Inc.

New York and Chicago

com Newpaper Circulation

ot on all the circulation
t mo an they guaranteed

THE FIGURES

ma ger The Tacoma Sunday Ledger

Sunday

29,107 NET PAID

Sunday average for 1914

This is more than double the circulations of all other Tacoma Sunday newspapers.

ea Factors

preent in their field

quant FIRST in Prestige

ELLIOTT KELLY, General Manager

nc. Special Representatives

rk Chicago

Here Are Some Facts

The Tacoma Daily News has almost as much circulation in Tacoma and suburbs alone as the combined total circulations of all other Tacoma evening newspapers.

The Tacoma Sunday Ledger's country circulation is more than four times greater than the combined country circulations of all Tacoma newspapers, eliminating The News.

It is impossible to cover Tacoma and Southwestern Washington without using The Ledger and The News.

Space-buyers are urged to carefully analyze the official auditor's report of the Audit Bureau of Circulations on Newspaper Circulation in Tacoma, Wash., covering the year 1914.



Dark part of terrace enriched with Alphano. Light part with stable manure. Photo taken 3 days after mowing.

Being finely granulated it can be quickly and easily raked into the grass roots or mixed with your garden soil.



For Lawn Perfection Use Alphano

IF you want a thick sod and dark, rich green grass, all the Summer through, spread Alphano on your lawn and rake it in.

It will at once stimulate root growth. It will gradually liberate a season's supply of plant food, giving *constant* root nourishment.

It will absorb 5 times its weight in moisture, forming a highly efficient dry

weather resistant. Contains no weed seeds. Is finely granulated. Odorless. Does not leach away. Can be used at any time. For your garden it is ideal. Sow in the drill with the seeds. Dig it around the plants. Fork it around your shrubs. For Rhododendrons it fully

answers a most perplexing problem.



\$12 a ton in bags.

\$8 a ton by the carload in bulk

F. O. B. Alphano, N. J.

For further facts send for the Alphano Book.

Alphano Humus Co

Established 10 Years

17-0 Battery Place

New York

legitimate in their operations, cut it out. Then encourage them to do all the business they possibly can legitimately and compel them to allow the small business man to do likewise."

Wallace D. Simmons, president of the Simmons Hardware Company, Philadelphia, writes:

"Before the passage of the law creating this Commission, the possibility of being—on some strained technicality—pronounced a law-breaker or sentenced to confinement, deterred men from doing what they knew was according to the spirit of the law, but which no one was authorized to approve officially. This Commission has announced that it will brush aside legal technicalities in its rulings and pass on each question on its merits. Therefore, many enterprises will be soon under way which would not have been undertaken with the former doubt hanging over them. In my opinion, the Commission can help the revival of business materially by giving wide publicity to the idea that no man need hesitate to embark in any enterprise in harmony with the spirit of the times for fear of being penalized for some unintentional and technical infraction of the statutes."

WHERE COMMISSION MAY HELP

"What can the Commission do for us?" asked August H. Vogel, of Milwaukee, former president of the National Association of Tanners. "(1) It can assist us in securing a clearer understanding of what is and what is not permissible under the Sherman Act, and thus in time build up a code of business ethics which all honest business will be glad to recognize and support. (2) It can make a careful study of the methods employed by European nations in the development of their foreign trade, and suggest ways and means—adopting such policies as are applicable to our conditions. (3) In view of the important foreign tariff modifications which are certain to follow the close of the European war, it can carefully study foreign and domestic industrial and commercial condi-

tions and report to the President and Congress its findings in order that American labor and capital may receive intelligent and just consideration."

"If the new Federal Trade Commission develops under the act of commerce constituting it in a manner similar to the development of the Interstate Commerce Commission," says Robert Newton Lynch, president of the San Francisco Chamber of Commerce, "we shall have in a short time a body of business experts who will have constantly at hand facts and figures which will enable them to form clear opinions not only as to business conditions of any existing enterprises, but also as to probable business conditions which will surround any new or contemplated business enterprises of large scope. It is readily conceded that no statute can be drawn or decision of court rendered which will adequately define the proper limits of exercise of large business undertakings and legitimate business combinations. The opportunity which this Commission affords for definite and reliable information to persons, firms or corporations contemplating business expansion is of inestimable value, both in prevention of litigation, and encouragement of commercial progress along right lines. It is frequently stated by railroad presidents and officers high in command that the total effect of regulation of railroads under the interstate commerce act has been highly beneficial to the railroads. It seems clearly beyond question that an expert tribunal with power to solve similar questions will prove equally beneficial to the many large business enterprises of this country. When business doubts and uncertainties, heretofore compelled to await determination by the courts, may be thus settled by an expert tribunal, it may be confidently predicted there will result in the operation of the commerce of the United States a new freedom from doubt which will go far to remove restraint of trade."

"Guidance and advice, not prosecution, and fair and reason-

able co-operation between business interests, are indispensable if our people are to compete with other nations and be successful," is the opinion of Joseph N. Teal, prominent Pacific Coast lawyer of Portland, Ore. "Concretely, I should say one of the subjects of most direct and pressing importance is a study of the conditions our manufacturers have to contend with and of the character of competition they have to meet in foreign markets. The Commission can gather and distribute statistical information of incalculable value. In fact, working in close co-operation with the business men, its usefulness cannot be exaggerated. The possible benefit to business lies quite as much in what the Commission can refrain from doing as in what it may do. Relief from uncertainty and a chance to go ahead on legitimate lines are the needs of to-day, and the Commission can aid materially in bringing about the desired condition of affairs."

CONSTRUCTIVE POLICY URGED

L. L. Arnold, editor of *Cotton*, Atlanta, Ga., writes:

"The Federal Trade Commission can do much just at present to help the business of the country by conducting its investigations along broad, constructive lines, rather than sitting in judgment on specific issues of fact; by rendering clear and illuminating decisions on complex points in the present laws controlling business combinations and operation, a number of which are now involved and ambiguous. Especially may this Commission become immediately valuable by indicating, through its early decisions, its intention to adhere to this broad constructive spirit, thereby relieving corporate business of a large part of the suspense under which it has been laboring for so long."

"If the Federal Trade Commission adopts the policy that it will honestly endeavor to do all that it can to assist business," says Charles S. Keith, industrial expert, of Kansas City, "it can do so by modifying the effect of the trust statutes by applying the rule

of reason and permitting reasonable practices in restraint of trade where, in the end, such restraint of trade will react to the public good.

"I mean such as agreements that will tend to the practice of the conservation of natural resources, and others. I believe that the time has arrived in this country when the laboring man as well as the employer, when the farmer as well as the consumer, realizes that reasonable co-operation is necessary to industrial welfare and to the prosperity of all classes of citizens, and that cut-throat competition through legislative enactments, or the fear of prosecutions and judicial decisions, is the present curse of this country. This is the only way in which the Commission can be of actual assistance. Any other policy will result in greater depression, if that is possible."

Joseph H. Defrees, a Chicago lawyer, points out four possible ways in which the Commission may be of service. He says:

"The Federal Trade Commission will help business by causing the public to understand as soon as possible: (1) that it does not believe that it must do something to justify its existence; (2) that its attitude of mind is that of a judge and not that of a prosecutor; (3) that it will now consider only matters of 'interest to the public' in the sense that such interest is vital and nation-wide; and (4) that unfair methods of competition will be determined by definite legal standards with sympathetic recognition of existing conditions and the necessary evolutionary progress of business."

Ford Entertains Cincinnati Ad Club

The Cincinnati Advertising Club held its Wednesday luncheon last week at the newly opened Ford assembling plant, in conjunction with business representatives from other bodies, who were especially invited by the Ford management to be present and inspect the new plant. Moving pictures showing the various processes of manufacture at the Ford plant in Detroit were exhibited, and a Ford was assembled, filled with gasoline and run out under its own power, for the delectation of the guests.

Let Us Find and Film the Romance of Your Business

Behind every obviously prosaic load of freight is a story of intense interest, the romance of modern commerce.

Often splendid romantic stories replete with moving picture advertising possibilities are hidden until someone who knows moving picture advertising really analyzes every detail of the case.

We will gladly undertake to uncover the moving picture advertising possibilities of your business, and you can feel quite sure that unless the possibilities are there we won't find them.

As the Senior and Leading Specialist in

MOVING PICTURE ADVERTISING

We are best qualified to efficiently and economically serve you. We can prove it!

*Send To-day For Our Descriptive Booklet.
It's Free.*

WHEN IN CHICAGO VISIT OUR PLANT.
SEE HOW MOVING PICTURES ARE MADE TO
ADVERTISE AND ACTUALLY INFLUENCE SALES

Industrial Moving Picture Company

WATTERSON R. ROTHACKER, President.

223-233 West Erie Street - - - - CHICAGO



"What's in the Little Sample Case?"

—asked the buyer.

"Sample case nothing," answered the salesman. "That's my—"



Carrying Case
Open

CORONA Folding Typewriter

"Let me open it up and show it to you. It's the cleverest little typewriter that was ever invented. Weighs only 6 pounds. Folds up too, and you can see, carrying case and all, it's no bigger than a fair-sized camera. Costs only \$50.



"When I'm on the train, do I waste time reading or playing cards? No sir, I get out my Corona and write letters to my trade. Wakes 'em up to get typewritten letters from me on the road.

"At the hotel, I don't hang around for a stenographer, or write in the public writing room. I take the Corona to my room and write letters to the house, reports, and other stuff in quiet, and keep everything confidential. Saves my time—saves public stenographers' charges. Has pen-writing beaten fifty ways. Faster, neater, clearer, and gives me carbon copies.

"Our sales-manager gave Coronas to all our men."

P.S. to Sales-managers: You want all your men to get a "hearing." We'd like you to give our man a hearing on what the Corona can do for *your* sales force. It will take a little of your time now, but save a lot of your men's time later. Aren't you passing up a bet not to investigate? At least send for our Booklet No. 19A; it will tell a lot of the story. As ad-men say—"Do it now!"

Corona Typewriter Co., Groton, N. Y.
An agency in or near *your* city

Finesse in Form Letter Handling That Made Success Certain

By Charles W. Hurd

A DAIRY farm in the vicinity of New York City some time ago largely increased its herd of cows. It was necessary to find an immediate market for the milk, and it planned, in consequence, to send out a thousand or two letters to a selected list of possible customers. It prepared what it considered a strong form letter, but before sending it out, took the precaution of submitting it to a friendly expert in direct advertising.

"You have two pages here running into 700 words," the expert reported. "Suppose we cut it down to 100 words. That is a long letter in New York. You do not have to explain who you are. Everybody who buys milk has heard of you. The prices you charge for the milk are an indication of what quality they may expect. In fact, the high price is a strong factor in selling it. With a shorter, stronger letter you will not need so long a list. Suppose we make it 600. I think that will be sufficient."

The letter which finally went out with the expert's approval read as follows:

Dear Sir:

We have added to our herd of Jerseys a herd of Ayrshire cows, which will be kept separate. The milk from these cows will contain about four per cent of butter fat. This milk we propose to sell as nursery milk. Chemical analysis will be made of the same monthly and the report mailed to you.

The Jersey milk will be sold as heretofore, and tests from five per cent to six per cent butter fat.

The price of each will be as follows:

Two quarts daily@ 20 cents per qt.
Three quarts daily.....@ 18 cents per qt.
Four quarts or more
daily.....@ 15 cents per qt.
Single quarts.....@ 25 cents per qt.

Respectfully yours,

BRIARCLIFF FARMS, INC.

The important point and the one to which attention is drawn is not the brevity of the letter, or the high price of the milk, or the high-grade paper on which it was

typewritten, but the fact that it was mailed at eight o'clock in the evening at the Grand Central Station post-office and consequently reached all of the persons to whom it was addressed in the first mail in the morning and presumably was opened and read at the breakfast table, at the moment when interest in the question of the purity and quality of the milk might be expected to be the most acute.

The returns from the letter, handled in this way, justified the expert's analysis—the entire output of the additional herd was disposed of out of hand.

HOW TIME ELEMENT MATTERS

There are a number of important considerations with respect to the better class of form letters that do not ordinarily receive attention from the run of advertising departments, but nevertheless furnish a good part of the mental capital of the letter experts.

The time element, for instance, is a governing factor in some lines, as well as being highly important in others. For instance, an important part of the market for securities are the national banks and trust companies. Every professional handler of securities has a list of the dates of all board meetings, and their offers of securities are—by the knowing ones—synchronized with the dates of these meetings. When the directors of a Philadelphia bank, for example, meet and discuss among other things the investment of the bank's surplus, a New York security house's special offerings of securities in stated amounts, together with interest dates, the price, interest and approximate yield, are there before them up to the minute in the very shape they would wish to consider them.

An advertiser recently mailed a form letter to several hundred prospects in the downtown dis-

strict and was chagrined to receive only a very small percentage of replies; an extremely discouraging return in view of the selling thought that had been put into the letter.

"What time did you mail the letter?" asked the advertiser's expert friend.

"I do not know," replied the other. "Why? What difference does that make?"

MORNING AND AFTERNOON DIFFERENCES

"This letter asks a business man to make an investment, to take up the subject of spending money," replied the expert. "Put yourself in his place. When you open your mail in the morning what are you looking for? Orders. You spend your whole morning, do you not, in considering ways and means of increasing the income and not the outgo? After luncheon, when all the constructive things have been cleaned up and you feel free to turn to matters of improvement, you may be in a mood to consider the question of spending money. Now I venture to say that if you did not get the results from your letter that you ought to have—and the letter seems to be a first-class one—it is because it was mailed in the afternoon and reached the prospect in the morning."

And so it proved. When the same letter was mailed to reach a new list of prospects in the *afternoon*, its pulling power was increased ten-fold.

The consideration of extreme brevity is admittedly an important one. It is the dictum of those who know that it is absolutely useless to use more than 100 words in a letter addressed to prospects below City Hall.

"And do not send more than 150 words to anybody in New York," one says. "If you do they won't read the letter."

The kind of letter which would probably seem ideal to New Yorkers is one recently used by a leading shirtmaker on Fifth Avenue. On his letterhead he typewrites the two words "Just arrived," and then pins to it a little envelope of

transparent paper enclosing six or eight samples of fancy shirtings. On the envelope is printed "Shirts, eight dollars each." That is all. But it is enough. It tells the whole story and it sold all the shirts the concern could conveniently handle.

PICKING THE SELLING POINT

Another letter sent out some time ago by a bank in the downtown district carries two morals. One of them is value of brevity, the other the importance of picking the right selling point.

The bank had been an occupant of a large building which was destroyed by fire. This concern had suffered heavily by fire and water, but the bank's safety deposit vaults had been absolutely waterproof and everything committed to it had come out in the best of condition. The concern had consequently taken a good deal of legitimate pride in the fact. When the reconstruction of the building forced it to take other quarters across the street it prepared an announcement to send out to former customers and possible patrons. The letters contained five long paragraphs and touched upon the honorable record of the concern, its irreproachable motives, the high standing of its directors and a number of other things of like character which any one of a hundred concerns could probably have said. And it totally overlooked the one tremendous point which none of the others could possibly have used—namely, that its old vaults had been put to the severest test, and had passed through fire and water unscathed and that the new vaults across the street were to be *built on the same principle* with additional improvements.

This letter providentially got into the hands of the omnipresent expert before it was sent out. The expert's advice prevailed. A letter of just *eighty words* was built around the dramatic experience of the waterproof vault. And it did its work in an unusually successful way.

Many concerns who go at the form letter in a more or less me-

Gentlemen:— Let us
SAXONIZE
 our sales force



"—let us put our city salesmen into Saxons—everyone of them—and watch their sales jump."

He knew what he was talking about—for he had thoroughly tested out *Saxon* transportation for efficiency and cost. His experience had conclusively proven that the man in the *Saxon* could end each day with *more calls* and *more sales* to his credit, than his brother, who walked and rode the street cars. And this at a *cost not greater than car fare*.

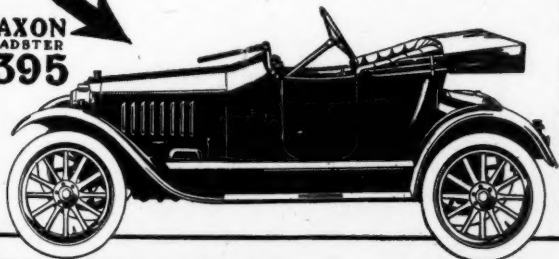
For the "outside man" no other means of transportation shows such high efficiency coupled with economy. Managers and heads of departments are using the *Saxon* for all of their travel needs of business and pleasure.

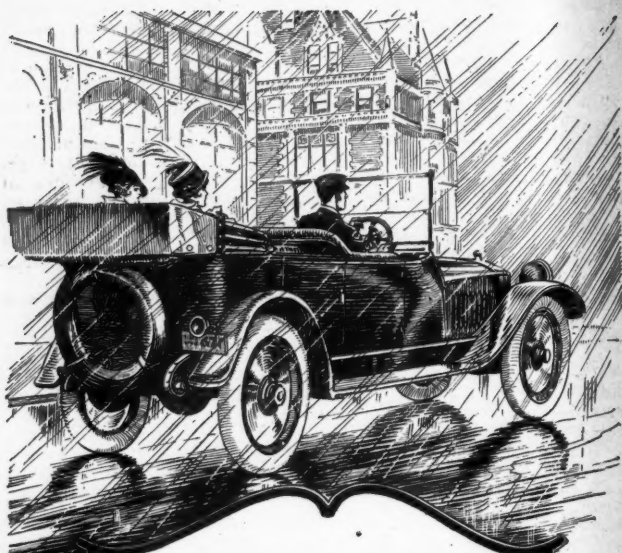
Even the "chief" finds it *just the thing*—for his afternoon spin out to the golf course. The price of the smart, roomy *Saxon* is only \$395. Its cost of operation only $\frac{1}{2}$ a cent a mile. Not a *cheap* car, but the most *economical* automobile in the world to *buy* and *run*.

Why not, as a business move, write for our interesting and enlightening magazine—*SAXON DAYS?* Address Dept. 22.

Saxon Motor Company, Detroit

SAXON
 ROADSTER
\$395





RIDICULOUS!

Top down in a Rain-Storm and no Tire Chains

Picturing an automobile without Anti-Skid Chains in a scene of snow, mud or wet pavements, is almost as ridiculous as picturing the top down with a rain-storm drenching a pretty woman occupant.

Tire Chains are now used by the majority of motorists. Give the final touch of realism to your automobile illustrations—put Chains on the tires when depicting snow, mud or wet pavements.

*Write us for illustrations of
chain equipped tires*

WEED CHAIN TIRE GRIP COMPANY
Bridgeport, Conn.

chanical way are often stumped for talking points to use in it. This embarrassment would of course be avoided if the concern started with a talking point and felt the necessity of bursting into type only when it had something worth while to tell its customers.

A large department store of New York City, when solicited by a letter-writing concern, stated that it would like very much to make a greater use of form letters on its lists of customers and prospects, but that it had no striking novelties at the moment to announce.

"But you have some staple features in the store, have you not, that distinguish it from other stores, that you ought to tell your customers about?"

The manager felt sure that they had, but he was unable to put his finger on them offhand.

"But it seems to me I can recall one or two," persisted the salesman. "We have bought goods of you for some time. I do not think I have ever seen it mentioned in any of your advertising or letters that you sterilize all the cloth that goes into your garments."

"That is true," said the manager, his eye lighting.

"And I think that you go farther in the practice of 'turning in' the seams of your garments than other houses do, don't you?"

The manager was very sure they did and equally regretful that they had not personally made use of that fact. These two points, developed in brief letters to their list of patrons and prospects, proved result-getting, and among the most generally satisfactory the store had ever used.

AFFORDED NOVEL TALKING POINT

Another concern that was unaware that it had a single talking point that had not been played up to utter weariness admitted that it had not thought of pointing out that its proximity to the parcel post made quick delivery possible. "We do not have to wait to fill the bag or wagon before starting the order on its journey," was the way

it appeared in the form letter.

These direct advertising experts are certainly resourceful.

It may be an excellent thing to brag a little about one's distribution and multitude of patrons in one's display advertising. But when it comes to the personal form letter, it is desirable to get as far away from the idea of quantity as possible and play up the exclusive opportunity.

One of the large department stores of the city some time ago wrote a list of customers somewhat as follows:

"Gentlemen:—We have left on hand 168 suits of clothes and overcoats which we will not carry over from this season. We have put a price on these that merely covers the cost to us. *You did not buy last Fall* and this offers an opportunity to get some excellent clothes in fine patterns at a much lower price than you could otherwise secure them."

GETTING RID OF ODDS AND ENDS

Letters were sent out to 168 names and there were sold 162 garments, at a total cost of seven dollars, including the postage. Aside from the suggestion of exclusive and flattering attention which the letter shows, the incident is interesting as showing the methods that department stores have of getting rid of dead stock after the season passes. The store could not advertise or display the garments because there were not enough of them to warrant it. If they had been advertised in the morning paper, for example, they would have been sold in an hour and there would be a chorus of dissatisfaction from those who had failed to get them. By means of a letter, however, the matter was very easily disposed of.

One of the most efficacious letters that was ever sent out from the financial district owes its success more to the character of the proposition it had to make than to any finesse in the letter itself, but it is worth reading as an illustration of how markets can be developed in the most unexpected places. This letter was sent out by a life insurance company in

New York City and was addressed to a certain class of farmers. It read as follows:

Dear Sir:

This company has recently purchased the mortgage on your farm.

Before making this loan we inspected your farm and found it to be of such character that in all probability, with reasonable effort and care, it will provide enough for your living, pay the interest and taxes and pay off the debt. But this depends upon your continued health and life.

We should like therefore to submit for your consideration the taking of life insurance in the company in an amount sufficient to ensure payment of the mortgage and leave the property free and clear in the event of your death.

Please understand, however, you need not feel under obligations to take a policy unless it appeals to you on its merits.

We have given your name to one of our agents, who will call on you and be pleased to explain this method of safeguarding your property for your family.

LETTER SCORED 90 PER CENT

Within a short time of the dispatch of this letter the company was receiving from five to 20 letters a day containing policies running from \$3,000 to \$5,000. In the end over 90 per cent of the letters proved eventful.

Here is a form letter of a somewhat different tenor, sent out by the Beech-Nut Packing Company to change the attitude of the grocers in regard to bulk goods. It will be noted especially that it avoids as much as possible any attack on manufacturers of bulk goods, but nevertheless presents the case for the packers in a very strong way. The letter is as follows:

We have read with great interest the report of our Mr. Foulks of his recent call on you and note that you handle bulk Peanut Butter exclusively.

You, of course, know your own business best, no question of that, but we wonder whether or not you have viewed this product from all sides.

For instance—have you figured the greater cost of doing business with bulk goods than with package goods? Would you not have to increase your help if all your goods were in bulk?

Then there is the shrinkage in handling this style of goods through loss by down weight, drying up and deterioration of the product. Why not make a test of this?

Note on a piece of paper the number of pounds you have paid for and have your clerks note roughly on the same paper the number of pounds they charge to your trade. Unless we are greatly

mistaken, to make the same amount of profit on these goods that you do on package goods, you will have to charge a price, which when "quality" is considered, will make the product far more expensive than package goods.

Will you not kindly give this your attention and when our Mr. Foulks calls on you again he will go in further detail.

An expert calls the following letter the best form collection letter he ever read. Whether this is so or not, it has the true personal touch and certainly makes it very difficult to refuse to respond:

Gentlemen:

Why do good collections win business?

Because a man who keeps an account paid up feels a certain satisfaction in dealing with that concern. He feels that he is a privileged person, always welcome. If he lets the account lag, there is an irresistible temptation to go elsewhere for his supplies until the bill is paid.

It's not only because we need the money that we ask you to send us a check to-day. It is because we want all your business, and we want to quiet the little voice of conscience which might suggest that you place some of it elsewhere.

You want to feel the privileged customer you really are; and reward the low prices, the prompt shipments, and the superior value you have been getting from us with prompt payments.

That's why you are going to take the enclosed brown envelope to your bookkeeper now, and say,

"Send a check to _____"

Yours very truly,

Edward A. Deeds Gives "Delco" Entire Time

Edward A. Deeds, vice-president and general manager of the National Cash Register Company, has tendered his resignation to that company for the purpose of devoting his entire attention to the business of the Dayton Engineering Laboratories Company, of which he is the founder and now half-owner. This company, well known as the manufacturer of "Delco" automobile starter and ignition devices, has grown from a backyard experiment of Mr. Deeds' to an enterprise employing over 1,700 people.

Mr. Deeds has been with the N. C. R. company for fifteen years, starting as an electrical engineer, and being promoted afterward to general superintendent. He remains a member of the directorate, but will no longer give active attention to the affairs of the company.

Haines Leaves Barnes-Crosby

Mark P. Haines has resigned as advertising manager of Barnes-Crosby Company, Chicago, to publish the Sturgis, Mich., Journal.

What you *must* be— and know—and do

—to hold down a real job in advertising

If you are ambitious to get into advertising work—or if, in it, you seek to go higher—if you have fought and strived and struggled to win a foothold in this great profession—

George French's new book, "Advertising," contains just the facts and information you require.

Here is a book that, in a calm, fair, judicial way, holds advertising up for close inspection—that analyzes, dissects and studies it—that shows its future as an art, a science, a business—that gives a broad conception of its social and economic aspects—that leads you away from its minor details and angles, and gives you just the clear, comprehensive, understandable view of the big things in advertising that you must have to attain *real* success.

Advertising—by George French

Every chapter teems with big thoughts, with sound, practical, dispassionate analysis of the problems that confront advertising and advertising men of today—and of tomorrow. Following a splendid introduction, Chapter I gives a marvelously clear insight into the fundamental principles of advertising and their application; II, an authoritative discussion of science and art in advertising; III, Who pays the cost? IV, Misleading Advertising—how to avoid its pitfalls; V, Advertising ethics which you must observe to attain higher success; VI, Social effects of advertising and how an understanding of it will profit you; VII, Efficient advertising, and how you can produce it; VIII, The Advertising Man—what you must be, and know, and do, to hold down a *real* job in advertising; IX, How the people take it—a chapter of great value; X, Advertising Research—its need—and what it means to you; XI and XII, an exceptionally comprehensive analysis of mediums; XIII, A close survey of the Advertising Agency—and its possibilities for you; XIV, The Advertisement—a complete treatise on layout and typography. Every chapter, every page, every paragraph is sound, thorough, practical, *proved*, the words of a man who has been on the firing line—and *knows*.

Read what Mac Martin, Instructor of Advertising, University of Minnesota, says about this book:

"If my students, as well as all advertising men, will only get into their heads and their hearts some of these principles and ideals I will have no fear for their future."

THE RONALD PRESS CO.
26 Vesey Street New York

Do this today!

The price of this book is \$2—surely a small amount to invest in *your* success. Pin your check or money order to this ad, sign your name on the margin, and mail. If you are not satisfied in every way, return the book at our expense, and we will refund your money without quibble or argument.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 22, 1915

Getting Back to "First Principles"

The advertising manager of a concern which makes a rather important piece of office equipment, is conducting what he calls a "back to nature" campaign in his department. He has discovered that in the constant endeavor to find better ways of saying things about the product, the copy has departed farther and farther from the first principles upon which the business was built. As his associates became more intimate with the various uses of the product, they unconsciously began to make the copy more complex, until the public began to get the impression that the device in question was a complicated affair which ought to be handled by an expert. The change in tone was none the less serious because it was unconscious, and the advertising manager is insisting upon a return to the simple statements which were effective five years ago.

Many an advertising man can point to a similar experience. Many a copy-writer has seen his proudest suggestions fall victims

of the blue-pencil because they did not harmonize with the "first principles." Many a campaign has been led astray by the lure of something "different," only to return in contrition to the safer if more conventional highroad. Many a young enthusiast has forsaken the rut of commonplace, only to find himself in the ditch for his pains. Getting back to first principles may be a painful process, but it is sometimes necessary.

The instance mentioned in our first paragraph might be made the text for a whole series of articles on copy-writing. "First principles" often seem like a treadmill to the copy-writer, and he longs to break away, to give scope to his imagination, to get a fresh viewpoint. But if the first principles are really principles, he is rendering the best possible service to himself and his concern by sticking pretty close to them.

Welcoming a War of Quality

Commenting editorially upon the formation of a new association for the marketing of petroleum oil, the "Bulletin" of the Standard Oil Company of California says:

"The association announces that its purpose is not to wage a war of prices on the Standard Oil Company 'but a war of quality and marketing facilities.' This is competition that no sound business need fear and that every progressive manufacturer should welcome.

"The policy of this new Southern organization carries the germ of a thought which the Standard Oil Company would gladly foster. Though our new competitor may give us many a tussle, we welcome it and will meet it fairly in the 'war of quality.'"

The same editorial points out at some length the essential difference between the policy which attempts to build a business by attacking a successful rival, and the policy which endeavors to secure the good will of the public by improvements in quality and service.

The first-named policy tends to decrease the number of concerns which are successful in a given line, while the latter course of action works an increase. It is needless to point out the better policy for all concerned.

We have had occasion to refer to this distinction before. The Standard Oil Company itself has had experience with the public sentiment which resulted from a theory of competition somewhat different from that outlined above. The policy of attacking competitors may seem profitable for the moment, and sometimes it appears to be successful for a considerable space of time. In the end, however, it must yield to the competition of quality and service. That applies whether the concern is selling gasoline, or groceries, or advertising space.

Good-Will Investments and the Banker

What would you think of a banker who would refuse to regard an advertising investment as anything but "expense," on the ground that good will was too intangible a basis for credit, if at the same time he was spending part of the bank's profits for advertising, in the belief that he was building good will for his bank? Such a contingency is not so remote as it might seem, if we are to judge by the progress made in bank advertising which is not intended to produce direct, traceable returns in depositors' accounts, but is purely in the nature of good will building copy.

Here, for example, is the Corn Exchange National Bank of Philadelphia, using newspaper space on a very substantial scale to educate the public to the need of a rational cold-storage law in Pennsylvania. Bulletins were also issued on the same subject, and a letter signed by the president of the bank was sent to a large list of consumers. The bank numbers among its depositors many of the produce merchants of Philadelphia, who were hampered by what was considered to be unfair legislation with regard to cold-storage foods. Some of its customers had

even been driven outside of the State. Was the bank's investment in advertising merely an "expense," to be left out of consideration entirely when determining the bank's credit? We do not think so.

Other instances of the same general sort might be cited, as for instance that of the Guardian Trust & Savings Bank, Toledo, Ohio, which has been featuring window displays of Toledo manufacturers' products. One line of goods is displayed each week, and the displays are advertised by the bank in the newspapers. Is this merely an "expense," or does it definitely add to the value of the bank as a going concern? To an impartial observer it looks as though some of the banks, at least, were beginning to educate themselves as to the value of good will and the best way to get it.

Telling the Vital Facts

A certain prominent advertiser wrote a few weeks ago what he calls his "\$100,000 letter," because of the fact that it is going to save him that amount a year. It was a letter to the independent factory that made the advertiser's product and it had to do with the growing cost of selling, and the necessity of getting a lower cost on the product from the factory.

There were several associates in the business, and they had decided to ask the factory for a cut of 2 or 3 cents in the price. One of them ran out to the factory the next day to prefer the request. He spent half a day arguing the matter, but came back with a refusal.

Then two of them went out and labored with the factory people for two whole days, but without effect. The factory was already manufacturing as cheaply as it was possible to do. Its own costs were rising. It could not see its way clear to make a lower figure.

The distributors returned to town chagrined and about ready to throw up their hands. The third associate, who had been engrossed in other matters, now took an interest and asked what argu-

ments they had used. When it appeared that the discussion had centered almost wholly in factory costs, the other said:

"Well, you deserved to lose if you were trying to show them how they should run their own business. Let's show them first that we know how to run our own, and see if they won't see things in a different light. Let me try it."

The others agreed, although they scoffed at his announcement that he was going to write a letter instead of going out to the factory.

The letter was ten days building. It took two or three hours of his time every day, and the time of three clerks that he had set to work gathering data from the files and other places, and getting them into shape. Then, in the face of continued skepticism from his associates, he assembled the data, charted them out to get the argument in order, and finally drew out a fact-story that ran twenty pages, but carried a mounting interest and conviction from the first to the last paragraph.

First, after it was sent, came back the factory's acknowledgment. Five days later the house was notified that the letter was being studied and that some concession might be expected. Five days after that the factory granted the whole cut asked for. It made a difference of more than \$100,000 a year to the distributors.

Now, why had the factory people not done this in the first place? Because they thought they could not. They had not dug deeply to see whether they could or not, because they had not been made to feel the vital need for it. The men who had gone up to see the factory people had talked about the need, but they had not explained it, and instead had carried the discussion over into the realm of production, where the factory people were at home and they were not.

The third partner, the one who wrote the letter, had seen at once that the situation demanded an exhaustive reason-why treatment. What had made the advertisers resort to the factory with a re-

quest for a lower price was their own rising costs. The facts of their own business had convinced them. How could they expect anyone else to be convinced without knowing the same facts? Why not tell the factory just what they had to know themselves in order to make up their minds?

He did so, explaining in detail the character of his organization and the expense of maintaining it, why it could not be less; what administrative and selling methods were used, and why; how much they cost; how system had reduced costs all around; how selling plans had increased sales, and much more along the same line. He put it all on paper so that the factory people could study it at their leisure in their own way.

The effect of the frank and circumstantial explanation was to gain the complete confidence of the factory people. They were impressed with the sincerity and the ability of the distributors. They were unable to controvert a single fact in the letter, or puncture a single argument. Convinced now of the justice of the request for a lower rate, they came to feel a new responsibility for the business and began to study their factory costs with a new determination. They wanted now to cut them. And as they wanted very much to cut them, they naturally found the way to do so.

That letter was good advertising. Its striking success suggests the reflection—how many advertisers are holding back from the public the vital facts of *their* business? If they are enthusiastic or tense about some phases of their work, these phases may be the very things to fire the popular imagination.

Needham to Manage Jeffery Advertising

M. H. Needham has been appointed advertising manager of the Thomas B. Jeffery Company, Kenosha, Wis. Before joining the Jeffery company he had charge of the advertising service bureau of System, and previous to that was connected with the Johnson Advertising Corporation, the Nichols-Finn Advertising Company, and the Mabin Advertising Agency.

Trade with Europe

will increase many fold after the war. Let America be prepared to reap the harvest by sowing the seed now.

WE are the best equipped advertising firm on the Continent of Europe, as in addition to our office in Paris, we have branches in almost every civilized center.

Our agency is modelled on American lines. We have been handling for years the appropriations of almost every large American company advertising in Europe. They will tell you how we have helped them to success. (Names on request.)

We investigate selling conditions and secure selling agencies

with national and international distribution, before commencing the advertising.

A staff of Special Copy Writers and Consultants in every country, with the best Artists, Studios, Printing Departments, etc., enables us to give the kind of service that the most particular American advertisers are accustomed to receive.

The opportunities are here. Let us study your product and your problems in connection with them and report fully.

Correspondence in any known language.

Société Européenne de Publicité

French Ltd. Co. Capital 5,000,000 Francs.

Operating the amalgamated advertising agencies of
John F. Jones—M. & P. Mery—C. O. Communay.

10 Rue de la Victoire,

Paris, France.

Cable address—Sepublicit—Paris.

Correspondents in U. S. and Canada, J. Walter Thompson Co.,
44-60 East 23rd St., New York

As Advertising Manager

I wish to secure a position as Advertising Manager with an established, successful concern—a position where executive ability and experience are required and will be recognized.

I am 29 years old and have had a diversified training in several fields, including publication and advertising work. At present am with one of the larger New York agencies.

My activities have comprised executive and editorial work, conducting a house organ, the writing of booklets, advertisements, dealer broadsides, circular letters, etc., in connection with building materials, tools, railroads, motorcycles, haberdashery, tires and other lines.

I should like to have a talk with some manufacturer to whom my knowledge and ability would be of value and who would be interested in hearing the details of my record. Address, W. D., Box 278, care Printers' Ink.

The Editorial Policy of

PHYSICAL CULTURE

appeals only to the thinking-public—and to that portion of the "thinking-public" who regard their health as worth caring for.

There are 120,000 such people who read **PHYSICAL CULTURE** every month and with whom it is a powerful influence.

Does your advertising proposition appeal to the thinking-public?

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. MACDONALD, Manager

We are members of the
Audit Bureau of Circulations

Government Wins Preliminary Motion Against Kellogg

WIDE publicity has been given to the decision of the Federal Court at Detroit, April 14, in the Government's anti-trust case against the Kellogg Toasted Corn Flakes Company, and it has been erroneously stated that the case has been finally disposed of in favor of the Government. Such is not the fact, however. The decision is on a preliminary motion of the Kellogg company to strike out certain allegations of the Government's petition, and to dismiss the complaint. This motion was denied. At the same time the Court passed upon, and upheld, a motion of the Government to amend its petition by the addition of certain allegations, not contained in the original complaint, and which the Court summarized as follows:

"(1) Defendant's product is made from corn; by extensive advertising and especially by enforcement of the selling plan mentioned, a large demand for the food has been created, trade and commerce therein exceeding that of any other breakfast food made from corn—an attempt to monopolize the entire trade and commerce in breakfast foods, and especially in such foods made from corn being charged; and that this attempt is or will be entirely or in a large measure successful from the fact that defendant's plan offers a special inducement to retailers by enabling them to realize a handsome profit from the sale of corn flakes without the fear of being undersold by competitors, and

"(2) that the price received by the manufacturer is a full and adequate compensation for the goods sold, and the only consideration which the manufacturer receives or intends to exact as the purchase price for the goods; the retailers likewise considering that their acceptance of the product with knowledge of the contents of the notice [i.e., the notice on the pat-

ented carton] constitutes a binding contract to maintain the prices specified therein, and to observe the conditions of the notice as such contract, thereby entering into an agreement or combination with defendant corporation to maintain the price so specified."

The allegations which the Kellogg company wishes stricken out had to do with the patent on its carton. As stated above, its motion was denied, while the Government's case is broadened somewhat, as indicated.

Autos on Instalment Plan

Although the present remarkable demand for cars is considerably postponing the introduction of instalment payment selling on a large scale and with the direct backing of manufacturers, the latter are nevertheless, in many instances, diligently going forward with plans to that end, in order that they may be ready to carry them into effect when this further development of the selling situation makes it seem opportune. Extensive studies are being made of the instalment business now being conducted by various dealers, and the inquiry is also being extended to such lines as pianos, furniture, talking machines and other merchandise that now have enormous volume of instalment payment sales.

It is recognized that the future will call for an adequate system of instalment payments, if outputs are to continue to be multiplied and the full possibilities of the automobile market realized. Despite the enormous cash requirements that such a selling system imposes, some of the stronger manufacturers feel fully capable of swinging it, especially since bankers can be brought to take a fair share of the burden, in handling the paper.

So long as factory capacities are taxed by a demand so strong as at present, the instalment plan can wait, but already steps are being taken to spring full-fledged plans when factory capacity warrants it.—*Automobile Topics.*

Elliott Secures Borden Account

The general account for newspaper and magazine advertising of the Borden Condensed Milk Company has been secured by A. R. Elliott, New York. The Elliott agency was given this account 25 years ago and handled it continuously until a year ago, when it was placed elsewhere.

Louis B. Ehrman, until recently connected with the Dorland Advertising Agency, New York and Atlantic City, is now on the advertising staff of the Philadelphia Record.

Automobile Advertising

In Pittsburgh

is the best in the

"Gazette Times"

Sunday

"Chronicle Telegraph"

Wednesday

The advertising and news is featured on these days and you can have the flat combination commercial rate of 22½ cents per agate line if you use the same advertisement in both papers.

For further information or co-operation write

URBAN E. DICE

Foreign Advertising Manager
Pittsburgh, Pennsylvania

J. C. WILBERDING

225 Fifth Avenue
New York City, New York

THE JOHN M. BRANHAM COMPANY
Mallards Bldg. Chicago, Ill.
Chemical Bldg. St. Louis, Mo.

Ideas

in typewritten
form without
any obligation
on your part,
or in sketch
form at a nominal charge.



Advertising Illustrations

CHARLES DANIEL
FREY COMPANY

Monroe Building - Chicago

The Youth's Companion

reaches the

families

that buy

heavily

now,

and also

impresses

the heads of families of the future



HOW TO ECONOMIZE in Booklet and Catalog Printing

Don't try to economize on the printing. You need the very best typography and presswork you can buy to get your message across—to make it attractive and readable.

Don't try to economize on the illustrations or the copy. Good Pictures and good copy are the most important items of all. You surely cannot afford to try to economize on them.

But you can economize on the paper. Your paper item averages 30 per cent of the total cost of the printed job. You can cut this item materially by specifying

TICONDEROGA EGG SHELL or SPECIAL MAGAZINE (^{Half}_{Tone}) PAPERS

The TICONDEROGA papers will give you just as readable and attractive booklets and catalogs as those you now print on stock costing seven, eight and nine cents a pound.

The use of a TICONDEROGA paper enables you to devote more money to the vital items in your Direct Advertising, which are copy, art work and printing.

We specialize in the manufacture of these two papers. Let us send you printed specimens of both the Egg Shell Book and the Special Magazine White and India Tint.



TICONDEROGA PULP & PAPER CO.

Sales Office
200 FIFTH AVENUE, NEW YORK

SIX LETTERS that collected \$21,000 in bad debts

for one concern. 81% of the debtors paid up before getting the entire series.

One man after reading the third letter borrowed the money to settle.

Each letter appeals from a new angle. They'll collect every collectable account—and some that aren't.

A note on your letterhead brings you the set. Read them—study them—try them. Then, if you decide that they will help *your* business, mail me your check for \$2.

No money now—and no obligation.

E. JAMES GEARHART

1314 Eye Street Fresno, California

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

BIG DISCOUNTS ON ELECTROTYPES

Before you order another electro—large or small quantities—get our prices. We are ruled by no price-controlling combination. A-1 electros at prices you haven't heard of before. Ask for HALFTONE DISCOUNTS too.

HAYS AGENCY, Burlington, Vt.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

\$2 A MONTH FREE TRIAL

Late Style Visible.
Every modern convenience. Back

Spacer—Tabulator—Two Color Ribbon—Automatic Ribbon Reverse, etc.

Bargain Prices. Perfect machines with complete equipment and every extra.

Guaranteed for life. Free circular describes special **FIVE DAYS' TRIAL OFFER.** Address

H. A. SMITH, 633—231 N. 5th Ave., Chicago, Ill.



Some thought it might do—it didn't matter anyway, for it would never amount to much. If there was one thing that people did not wish to read about, that one thing was advertising. What was said about advertising was commonly regarded along the line of the child's definition of faith, 'A persistent belief in things that you know ain't so.' Still the more my mind dwelt on the proposed name, the better I thought of it, and when the little paper came out July 15, 1888, the name that stood at the head was **PRINTERS' INK**, and a good name it has proved."

* * *

The advertising solicitor—the man with space to sell—is not always regarded as an interloper. The Schoolmaster has been permitted to see a letter written by the man in charge of some very prominent advertising accounts to a solicitor who had spent a vain half-hour in the anteroom. This is the letter:

"My dear Mr. —:

"Please pardon my forgetting your call this morning, but an important telephone message came in, and if you were in the waiting-room when I went through with Mr. — you must have noticed that we were moving rapidly.

"I am chagrined that I was so discourteous, but hope my apology will convince you that it was entirely unintentional."

A letter like that is a credit to the man who wrote it, and incidentally considerable of a compliment to the solicitor who received it. It is due to the latter to say, however, that he is not just an "ordinary" solicitor, though his primary duties consist in the selling of space to business men.

* * *

All solicitors are not like that—more's the pity. The solicitor has gotten himself a bad name, chiefly because certain members of his species have made unmitigated nuisances of themselves. In commenting rather humorously upon his reluctance to accept an invitation to address the Technical Publicity Association at

its tenth anniversary dinner, W. L. Saunders, chairman of the board of the Ingersoll-Rand Company, said that it was due not so much to his fear of the Sherman law as to the fact that he would have to meet so many solicitors.

"The way of the advertising solicitor is hard," said Mr. Saunders. "I remember hearing of a very respectable and polite solicitor who approached the manager of a large works and said that he would like to talk to him on advertising. The manager said that he was just starting out on his morning visit to the different departments, but if the advertising man wished to go round with him he might do so. 'You may be interested to see the works,' said the manager, 'and as soon as I get to a place where I am free and my mind is not disturbed I will tell you to bring up the subject of your business.'"

"They went out through the works together, visiting the various departments, the advertising man being delighted at the opportunity to accompany the manager and to get acquainted with him before he talked business to him. After a while they reached the boiler shop, where the pneumatic tools and other hammering devices were at work, making an infernal racket, and here the manager turned to him and said, 'Now you may go ahead and talk business.'"

"This is one of the few ways of getting even with an advertising man."

To Re-enforce the National Campaign

The Southern Pine Association, through the Ferry-Hanly-Schott Advertising Company, Kansas City, is placing advertising as a phase of the national publicity and educational work recently undertaken by the association. Locally in Kansas City, wood blocks for paving are the particular use of the association's product that is receiving emphasis.

William H. Besack has opened offices in Kansas City as advertising counselor, writer and director. The concern is known as the William H. Besack Advertising Service. With Mr. Besack is D. W. Stevenson, formerly sales manager for Capper Engraving Company.

A NEW "Selling Advertising" Force for Manufacturers

We will Place Your Goods on sale in a **Thousand Stores**—and we will **Create a Demand** for your goods around each of these stores—**Doing All Instantly**—and without a particle of detail work on your part.

(A thousand newly established stores and a thousand "live wire" managers.)

The stores are all located in the COUNTRY, so we can handle only things that appeal to the rural classes—and that's almost everything.

We BUY and SELL for CASH only—Write naming us your best jobbing price, please.

We are just opening up—shall SPEC-IALIZE only a limited number of items SO act quickly. Not yet rated, BUT will give satisfactory references to those interested—we ask no financial favors.

KINGS CHAIN STORES

Box 182, Richmond, Va.

WANTED! A 1 Salesman

Large printing company wants an A No. 1 salesman for Western territory, particularly Ohio. Must be man with established trade and experience.

A fine opportunity for right man.

We do all kinds of color lithography and high-class catalogue letterpress work.

Only "bang-up" men need apply.

Address B. M. Box 277, care of Printers' Ink.

**THE PROGRESSIVE
FARMER**
170,000
Circulation With Dealer
Influence

"No Fakes for Man or Beast or Fowl!"
Raleigh, N. C., Birmingham, Ala.
Memphis, Tenn. Dallas, Tex.

Advertising Manager with Unusual Experience Open for Engagement.

Have planned and executed advertising campaigns for over 150 different lines of goods during fourteen years' experience.

Have written hundreds of striking advertisements, catalogs, etc. Can dig up original arguments and present them with a force that gives exceptional sales-pulling power to ads.

Have saved several times my salary in purchasing printing.

Have used more than 350 different general magazines, farm papers, trade papers, etc., and know best pullers.

Am open for full or part-time engagement. References furnished as gilt-edged as my character.

Address "Results," Box 279, Printers' Ink

Rockford, Ill.

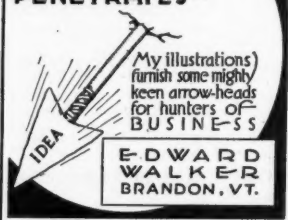
The Register-Gazette's

Sworn Statement to the Government April 1, 1915

Was **13,497** Copies

Flat Rate 30c.

IT'S THE HEAD OF
THE ARROW THAT
PENETRATES--



My illustrations furnish some mighty keen arrow-heads for hunters of BUSINESS

EDWARD WALKER
BRANDON, VT.

"We would not care to miss PRINTERS' INK."

Taylor Instrument Companies
(Thermometers)

Maybe Something New in Coupons

As a portion of its new copy advertising "Hassan" cigarettes, in both the trade press and the newspapers, the American Tobacco Company is using a description of some of the premiums given to collectors of "Hassan" coupons. While some of the large tobacco manufacturers have advertised their premiums to the trade and the smoker in one way or another, usually through the distribution of elaborate catalogues, the incorporation of this sort of copy in general advertising has seldom been done before. A coupon which figures as the "last straw" in the smoker's collection is now being packed with "Hassan." That is, it counts as 10 whole coupons when combined with 90 regular "Hassan" certificates, as 100 is the lowest redeemable unit.

Fraudulent Advertising Bill Defeated in California

The bill against fraudulent advertising, introduced in the California legislature at the request of the San Francisco Advertising Association, has been reported unfavorably by the Senate judiciary committee and will in all probability not receive favorable action on the floor of the Senate.

Will Manage Real Estate Concern

Walter E. Miller, former manager of the display real estate advertising department of the Chicago *Daily News*, has resigned to become advertising and sales manager for H. Teller Archibald & Co., real estate agents.

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead'g want ad. med. of State. 1c. a wd. Av. '14, 18,414.

The Portland, Me., Evn'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd., 7 times 4.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads.

than its nearest competitor. Rates: 1 1/2c. a word, cash with the order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Evn'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, over cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ADVERTISING SERVICE

I have spare time and surplus enthusiasm for advertising that I want to put to work. Subject to your acceptance I'll write a booklet that will reflect your business and get results. Box 824, c/o P. I.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers.

Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN

COMMERCIAL ARTIST

126 WEST 106 ST. NEW YORK CITY

POTTERS
MOTOR CARS
CORRECT DRESS
THATY BOWT
ANIMALS
CARTOONS
BOOK PLATES



COPY WRITERS

BETTER SALES LETTERS—BETTER BOOKLETS—Better Selling Helps; that's the answer if business is slack. It's a good time to have me go over your campaign if it isn't sparking right. W. H. PORTER, 1836c Nicholas Bldg., Toledo, Ohio.

HELP WANTED

Wanted, three high pressure men for special editions. German weekly, 36,400 cop. Commission. Benedictine Press, Mt. Angel, Ore.

Advertising man who can study, plan and write copy for direct-by-mail advertising campaign. We will dig up the information and sell the service. State salary and experience. Box 834, care of Printers' Ink.

Associate editor on a food magazine. Either sex. Must be a good writer and have previously occupied a responsible position. Big opportunity for the right person. Box 839, c/o P. I.

A good advertising solicitor wanted to work in the local field for the leading newspaper in a large city about 100 miles from New York. One who is capable of making up special pages devoted to seeds, buildings, "Made in the City" goods, etc., will find a fine opening. Address, stating reference, experience and remuneration wanted, to Solicitor, Box 820, care of Printers' Ink.

An excellent opportunity for establishing a permanent and lucrative connection with the leading export publication is offered to a BIG-calibered, rapid-fire Advertising Representative. Must have record as a producer. Write fully, stating past connections, age, etc. Box 822, c/o Printers' Ink.

Advertising Solicitor Wanted

One of the oldest magazines in United States is in the market for a hustling, brainy young man to go out and get business. State age, experience, full particulars, salary expected. Give references. Correspondence strictly confidential. Box 825, c/o P. I.

SUPERVISOR OF INQUIRY DEPARTMENT

Man with experience in handling people to organize department, keep up prospect list and follow-up inquiries. Prefer man with system knowledge and some experience in correspondence. Salary \$20 a week. Address Box 836, stating qualifications in full, experience, age, references, etc.

A copy and plan man with sound practical analytical mind, and a good store of merchandise experience. One who knows the inside of an agency thoroughly and can write personality copy that holds the eye and wins the mind. A position with real possibilities for a tried man of high calibre. Applicants will please enclose specimens of their work and go into close details regarding past record. Answers treated in strict confidence. Box 835, c/o P. I.

POSITIONS WANTED

Assistant, 25, one year State St. experience, knowledge stenography, layout, copy, type, art, engraving, competent handler details, exceptionally good references, \$85. Box 829, c/o P. I.

ART AND ADVERTISING MAN, FAMILIAR WITH PLATE WORK AND LAYOUTS; FORMERLY ART EDITOR ON TWO WELL-KNOWN MAGAZINES; IS ALSO DECORATIVE DESIGNER. BOX 823, c/o P. I.

Forceful, aged 39, married, employed, absolutely reliable, references, ten years' experience trade and daily newspapers, open to new connection on editorial or business end of retailers' or general business trade journal, or farm publication. Box 833, c/o P. I.

CORRESPONDENT — WIDE EXPERIENCE in sales promotion work, general business correspondence, editing house-organ, now employed by large manufacturing concern, desires position in Baltimore or Philadelphia. Specimens of work and credentials of highest order. Age 28. Box 827, care of Printers' Ink.

Young man, under 25, good education, in fourth year as assistant to Advertising Manager directing national publicity. Prefers broader field with Eastern Agency, Department Store, Publisher or Manufacturer. Successfully handling two house organs, trade paper advertising, correspondence and office detail. Box 826, c/o Printers' Ink.

WANTED—Position as circulation manager on live daily in city of 60,000 or more. Know circulation work thoroughly. Result-producer, good campaign planner. Can get business and hold it as proven by 14 years' experience. Best of references. Address Box 821, care Printers' Ink.

YOUNG WOMAN ASSISTANT

Circumstances force us to let go a young woman who has been with us four years. She is very competent and we want to help her find a good position. She handles correspondence, accounts, filing; buys engravings, printing, etc. Department is that of a large New York national advertiser, and her training has been varied and thorough. Box 830, c/o P. I.

ADVERTISING MAN—Six years with leading Hardware Manufacturer where now employed as Asst. Adv. Mgr. Thorough knowledge of catalog compiling; also printing and engraving methods. Box 828, c/o P. I.

Advertising Manager, remarkably successful house organ editor and producer of other forms of direct advertising, including sales-promoting correspondence, seeks a larger field of usefulness. Has also had experience in trade paper and magazine work, and is in every way qualified to take charge of your advertising and make it pay. Write "John Smith," 450 Leader Building, Cleveland, O.

JOB WANTED in New York by young man who has been editor and publisher technical trade paper for past eight years. Experienced mechanical and automobile lines. Can adapt to other trades. Experienced in every detail publishing trade journals. Discontinuing present business. State wages and details. Box 840, P. I.

POSTER STAMPS

Hundreds of beautiful, original styles and designs, Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive stamps at low prices. Assortment of samples if requested on letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

Must sacrifice on account of other business. Controlling interest in class publication, only one in Middle West. Well established, making money. No debts. Doing good business. A real opportunity. Box 832, c/o P. I.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 28-32 So. 3rd St., Philadelphia, Pa.

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ROLL OF HONOR

Birmingham, Ala., Ledger. dy. Av. for 1914, 30,245. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

Phoenix, Ariz., Gazette. Average daily circulation for 6 mos. ending Oct. 1st, '14, 6,017.

New Haven, Conn., Evening Register. dy. av. for '14 (avorn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald. evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

South Bend, Ind., Tribune. Sworn av. Jan., 1915, 13,611. Best in Northern Indiana.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 4,890; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune. daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Louisville, Ky., Courier-Journal. Average 1914, daily, 32,595.

New Orleans, La., Item. net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,733.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News. dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Mar., 1915, 77,816 daily; 70,558 Sunday.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (7c) Boston's top table paper. Largest amount of eve. adv'tg.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette. eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

The absolute accuracy of **Farm, Stock & Home's** circulation rating is guaranteed by the **Printers' Ink Publishing Co.** Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and N'th'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Farm, Stock & Home. semi-monthly. Actual av. 1st 9 mos 1914, 113,166. Actual average for 1914, 115,291.

Minneapolis, Minn., Tribune. W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Garden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette. daily. A. N. Lieby. Actual average for 1914, 23,017.

Benjamin & Kentnor, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 185,342.

For Mar., 1915, 128,687 daily; Sun., 165,332.

Washington, Pa., Reporter and Observer. circulation average 1913, 13,575.

West Chester, Pa., Local News. dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year, independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.



Erle, Pa., Times. dy. Aver. circulation '14, 23,270; 23,484 av., Mar., '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Wilkes-Barre, Pa., Times-Leader. eve. exc. Sun. Av. net dy. circulation for 1914, 19,959.



York, Pa., Dispatch and Daily. Average for 1914, 20,322. Covers its territory.



Chester, Pa.—Times. dy. av. '14, 9,161; Morning Republican, dy. av. April-Sept., '14, 4,329.



Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (2c) Sun., 33,018. (2c) The Evening Bulletin, 48,772 ave. net paid for '14.



Danville, Va., The Bee (eve.) Average for 1914, 5,799. March, 1915, average, 5,983.



Seattle, Wash., The Seattle Times (2c) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,858.



Sunday, 90,368. In March, 1914, the **Times** beat its nearest competitor by 363,524 agate lines.



Tacoma, Wash., Ledger. Average year 1915, daily and Sunday, 21,581.



Tacoma, Wash., News. Average for year 1913, 20,510.



Janesville, Wis., Gazette. Daily average, 1914, daily 7,129. March average, 7,549.



Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.



Regina, Canada, The Ledger. Average 1914, 16,619. Largest circulation in Province.

GOLD MARK PAPERS

Bakers' Helper (2c) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America. (2c)

Boston, Mass., Ev'ng Transcript (2c) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (2c) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (2c) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (2c) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (2c) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (2c) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (2c) DISPATCH (2c)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (2c) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (2c) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times. (2c), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (2c) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.



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ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 18.....	75
Back Cover.....	100	Double Center [2 pages]....	150

To EDITORS and PUBLISHERS:
AS
The Chicago Tribune
GREW
SO YOU CAN GROW!

For the six months ending September 30, 1912, the average circulation of the *CHICAGO SUNDAY TRIBUNE* was 304,325. On March 14, 1915, the circulation of the *CHICAGO SUNDAY TRIBUNE* reached 600,745.

This enormous growth of 296,420 within thirty months is the result of the *TRIBUNE'S* superior features and the advertising of them.

Most of the features that have helped the TRIBUNE are for sale by the Tribune Syndicate.

Recognizing the value of the Great Eastern Market, and confident that it *has the goods and can deliver*, the *TRIBUNE SYNDICATE* has opened a branch office in New York City. Wallace F. Kirk is in charge and will give especial attention to all territory east of Cleveland, Ohio. The New York office is located at 251 Fifth Avenue, corner of 28th Street. Editors visiting New York City are cordially invited to make this their headquarters. A full line of *TRIBUNE* feature samples will be found there.

Add *CHICAGO TRIBUNE* features and they will add circulation to your paper.

FOR FURTHER INFORMATION ADDRESS EITHER

GUY F. LEE

Manager Tribune Syndicate (or)
CHICAGO

WALLACE F. KIRK

Eastern Syndicate Representative
251 Fifth Avenue, NEW YORK